



A JOURNAL FOR ADVERTISERS.

GEO. F. HOWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXII. NEW YORK, MARCH 30, 1898.

NO. 13.

BOOKS  
OPEN  
TO ALL.

## One Instance!

"The sales of Ripans Tabules  
in Philadelphia are larger  
than in any other city—not  
even excepting New York.

The ...

## Philadelphia Record

*is the only daily paper in that city in which  
Ripans Tabules are advertised."*

There are five drug houses in the United States who order  
Ripans Tabules in hundred gross lots—three of them are  
Philadelphia houses. Smith, Kline & French Co., Wholesale  
Druggists of the Quaker City, recently ordered four hundred  
gross of Ripans Tabules within the short space of two weeks.

## ONE MORE INSTANCE—to be remembered!

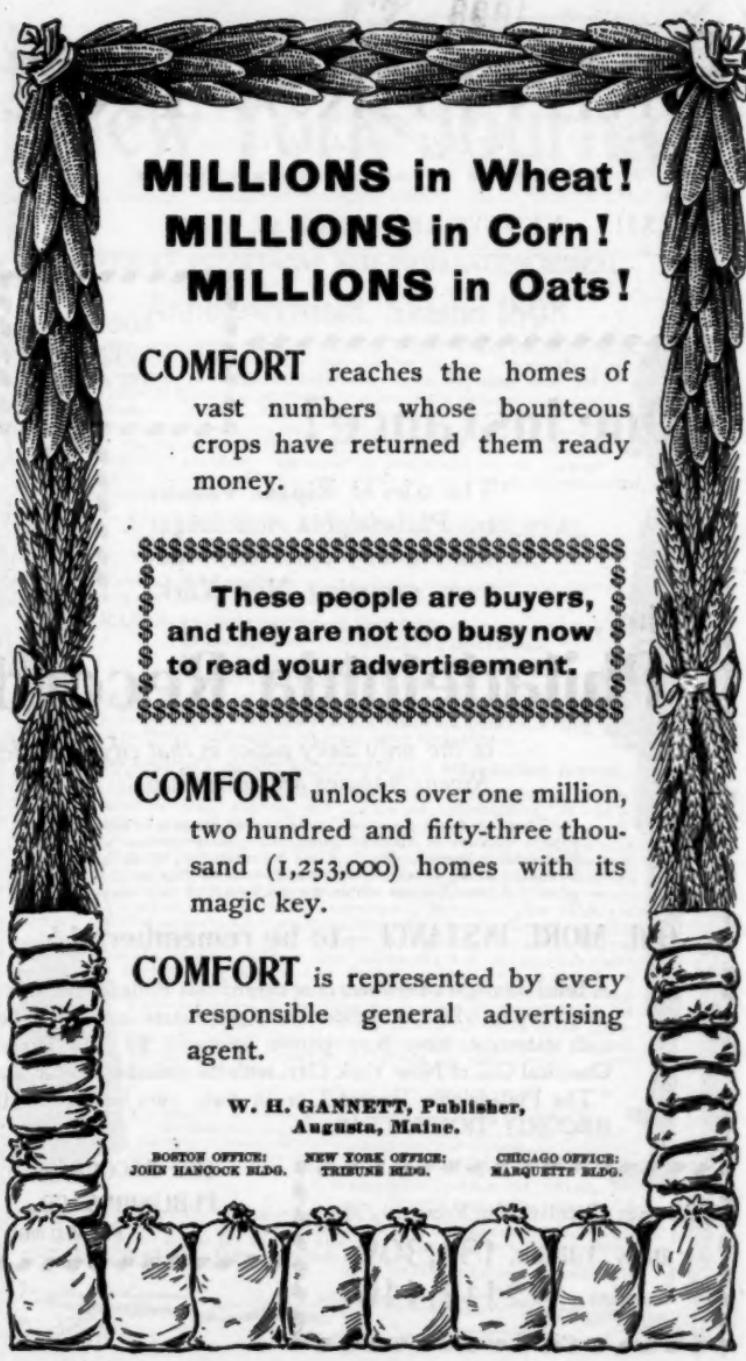
A belief amongst advertisers once existed that Philadelphia was a  
poor town in which to introduce new proprietary medicines; but  
such statements have been proven erroneous by The Ripans  
Chemical Co., of New York City, with the valuable assistance of  
"The Philadelphia Record," or in their own words, "THE  
RECORD 'DONE' IT!"

Average Circulation in February, '98:

Daily Edition, 181,309

Sunday " 142,446

THE RECORD  
PUBLISHING CO.,  
PHILADELPHIA.



**MILLIONS in Wheat!**  
**MILLIONS in Corn!**  
**MILLIONS in Oats!**

**COMFORT** reaches the homes of vast numbers whose bounteous crops have returned them ready money.

These people are buyers,  
 and they are not too busy now  
 to read your advertisement.

**COMFORT** unlocks over one million, two hundred and fifty-three thousand (1,253,000) homes with its magic key.

**COMFORT** is represented by every responsible general advertising agent.

**W. H. GANNETT, Publisher,**  
 Augusta, Maine.

BOSTON OFFICE:  
 JOHN HANCOCK BLDG.

NEW YORK OFFICE:  
 TRIBUNE BLDG.

CHICAGO OFFICE:  
 MARQUETTE BLDG.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. XXII.

NEW YORK, MARCH 30, 1893.

No. 13.

## A DOLLAR A THOUSAND.

### DON'T TOUCH IT.

*From the National Advertiser, the Special Agent's Organ, New York, March 15, 1893.*

"Page advertisements for New York Special Agents and others," is the heading of a proposition sent out by the Geo. P. Rowell Advertising Co., on a circular that looks like a huge postal card. The publishers are informed that the Saturday issue of the Chicago Record sells a page advertisement of Ripans Tabules for \$214.20 net. The Record gets a good advertisement. It is said to be so very stiff in the matter of figures that it would not shade the price a cent. The Record "is accorded" a circulation of 215,000 copies. Other publishers are invited to accept the same business on the same rate per thousand copies as that paid to the Chicago Record. "We will pay \$1 a thousand for every thousand printed." They offer to furnish matrices to all publishers who will accept his proposition.

The Chicago Record deserves all that is said of it. No newspaper in the country ranks higher. But the best advertising medium is not the one with the greatest circulation, but the one yielding the largest percentage of profit, and every advertiser who throws PRINTERS' INK in the waste basket, and does his own thinking, knows that there is no fixed relation between circulation and profit. The paper need not even pay its publisher in order to pay advertisers. Men embark capital in newspaper enterprises without any desire to make them pay. Publishing may be a hobby. Again, a publisher may desire to head off his contemporaries or he may have ambitions to gratify or purposes to accomplish by means of a newspaper which are entirely separate from any idea of making the paper pay, and in such a case advertising space may be obtainable at a low rate.

In Chicago the conditions of competition may be such that space will not bring more than a certain figure,

no matter what the circulation of the paper. The publisher may have an idea of doing business as a wholesale dealer striving for large sales and content with a small percentage of profit. Again, he may feel that advertisements have a certain news value; that they add to the attractiveness of the paper, therefore should be admitted on very easy terms. The connection between the Chicago Record and its evening brother, the News, may lessen the cost of producing each, and thus make a low but lucrative advertising rate possible. It is conceivable that newspaper space in Chicago, should not be marketable in other sections of the country, and therefore should not affect prices in distant towns.

Everybody with even a rudimentary knowledge of newspaper production understands that after the first cost is provided for, the multiplication of copies is comparatively inexpensive.

The National Advertiser has repeatedly contended that a mere naked statement of circulation is of very limited value to the advertiser. How was the circulation gained? Was it a steady growth based upon a legitimate extension of public demand or was it artificially stimulated by any one of the numerous catchpenny devices for attracting transient readers? The idea that a certain amount of space is worth a dollar a thousand copies in all papers of the country without regard to character or to local conditions is not creditable to the intelligence of a man who mixes with the commercial world.

The publisher of the Chicago Record is an astute business man. He may consider it necessary to advance prices since the paper has a limited amount of space to sell and the demand may exceed the supply.

This last move ought to make newspapers open their eyes. This is what comes of making detailed statements. You are forced into a ridiculously unjust comparison with other papers on the basis of mere circulation.

There may be advertisers to whom the latest proposition offers a sugges-

tion to be acted upon. Because a certain rate is accepted on a certain day by one newspaper in Chicago, therefore the other papers should take the same advertisement at the same price per thousand.

When the Little Schoolmaster had read in the *National Advertiser* the article printed above, "A Dollar a Thousand; Don't Touch It," he sent a competent reporter to interview Mr. T. F. Kennedy, who gives out the advertising contracts at the office of the Geo. P. Rowell Advertising Co. The following conversation thereupon took place between Mr. Kennedy and PRINTERS' INK's representative:

P. I. R. You have been publishing a proposition to special agents offering them advertising patronage at a specified price?

Mr. K. We have.

What was your proposition?

To insert the 6-inch double-column advertisements of the Ripans Chemical Co. in every issue, one year, upon the basis of the rate paid the Chicago *Record*, which is one-seventeenth of a cent a line for each thousand circulation, with the privilege of using additional space pro rata.

I understand you to say that you have such a contract with the Chicago *Record*?

We have.

Was it a special rate?

No.

It was in accordance with their rate card?

Yes, the same rate that would be charged to anybody asking the same service.

How generally did you send out that proposition?

We sent it to all the special agents, and then published it in PRINTERS' INK, where special agents and publishers would see it.

I don't suppose you found a single one willing to accept it. How is it?

We have received several acceptances.

Have you actually closed a contract with any paper?

We have closed contracts with papers ranging in circulation from 1,300 to 40,000 or more.

You speak of closing with a paper of 1,300 circulation. Was that a daily paper?

It was a monthly.

How much would that publisher get for the 12-inch advertisement in his monthly?

His actual circulation is 1,340 copies, and the sum he receives for inserting the 12-inch advertisement a year amounts to \$1.36, less the usual agent's commission.

Will such a contract be profitable to him?

I don't know.

Are most papers that show a disposition to accept the proposition monthlies or weeklies?

Nearly all are issued daily and in almost every case the best in their respective localities.

Now, for instance, has any paper in Boston accepted it?

No.

Any paper in New York?

None in New York City.

Any in New York State?

We have placed the order with two dailies in New York State and have propositions from others.

Any in New Jersey?

We have had an offer from a leading daily paper in New Jersey.

Why did not you close with it?

We require a statement showing in detail the actual average circulation for the year 1897 and shall close with that paper just as soon as that statement comes to hand.

Do you expect it to come?

Yes.

Any in Pennsylvania?

We have had no acceptances from papers in Pennsylvania on that basis.

In Ohio?

We have closed with one paper in Ohio.

Indiana?

None.

Illinois?

None beside the Chicago *Record*.

Any west of Illinois?

A leading daily of Denver, Col., desires the business, and will get it just as soon as the circulation statement comes in.

Any in the Southern States?

We have had no acceptances from the Southern States yet.

Do I understand that the Ripans Chemical Co. gave you authority to place that advertising at the specified rate with as many papers as wanted it without any limit?

Your understanding is correct.

About how much do you think the advertising you have already placed on this basis would amount to in dollars and cents?

Between two and three thousand dollars.

Do the papers seeking the business at the price named appear to you to be on the increase? Does it seem to you likely that a large number of papers are going to accept it?

Indications point that way.

Is it your impression that the Ripans Chemical Co. will be obliged to withdraw or modify their proposition?

It is our impression that they will be obliged to either withdraw the proposition or modify it or they will have a bigger contract on hand than they dream of.

Well, for instance, you think that they would be bankrupt if a sufficient number of papers of 1,340 circulation monthly should take their order at \$1.36 a year?

No; papers of as small a circulation as that will not bankrupt them.

Well, do you think that if a great many daily papers with a thousand circulation should accept the order at \$52 a year that that would bankrupt them?

Hardly.

Well, if a great many daily papers with 10,000 circulation should take the order at \$520 a year, do you think that that would bankrupt them?

It might not bankrupt them, but it would give them a pretty big bill to pay.

You mean by that that the advertising in such papers would cost more than it is worth?

I am, perhaps, wrong in supposing that the company could not afford to take all the advertising offered at the price specified, but I see indications that the acceptances are going to be much more widespread than was expected, and that the amount of advertising secured is liable to run above a hundred thousand dollars rather quickly and I had not supposed that the company contemplated putting out cash advertising at this time to that extent.

How does the proposition seem to impress the special agents?

Most of them seem to regard it as absolutely preposterous, and yet several of them have one or two papers that can come pretty near to the terms and these appear to have a disposition to induce the publisher to accept the business.

FROM ONE DOLLAR  
TO SEVENTY-FIVE DOLLARS  
FOR THE SAME SERVICE.

Attention has recently been directed to an offer put forth by the Geo. P. Rowell Advertising Co. to give out page advertisements of the Ripans Chemical Co. to any paper that would accept them for one dollar for each thousand of its circulation and calling attention to the fact that the Chicago *Record*, on a yearly contract for smaller space, would insert such pages at something actually less than a dollar for each thousand of its circulation and would set the matter in type without additional charge. In the case of the *Record* the whole matter could be reset for every issue and all in solid agate if the advertiser so desired. It is well known that there is nothing like uniformity in the rate of charges adopted for advertising by different newspapers. Below is a list of the papers at present forming the membership of the American Newspaper Publishers' Association. There are one hundred and fifty-eight of them. In the first column is given the circulation of the paper as set down in the latest edition of the American Newspaper Directory, and in the right-hand column is the publisher's charge for each thousand of its circulation as given. It will be observed that the prices vary from \$2.18 in the Cincinnati *Post* to \$75 in the Waterbury *American* for precisely the same thing.

Cincinnati, Ohio, Post,	155,122	2.18
Chicago, Ill., Record,	206,560	2.53
Cincinnati, Ohio, Times-Star,	103,405	2.73
Chicago, Ill., News,	204,724	3.07
St. Louis, Mo., Star,	65,917	3.53
Chicago, Ill., Journal,	82,280	3.54
St. Louis, Mo., Chronicle,	A	3.64
Syracuse, N. Y., Post,	12,084	3.66
Cleveland, Ohio, Press,	36,446	3.67
Philadelphia, Pa., Record,	167,507	3.81
Philadelphia, Pa., Evening Bulletin,	50,281	4.04
St. Paul, Minn., Dispatch,	38,578	4.06
Springfield, Ohio, Farm & Fireside,	210,455	4.12
Boston, Mass., Globe,	198,047	4.15
Chicago, Ill., Times-Herald,	A	4.20
Minneapolis, Minn., Tribune,	49,853	4.24
Kansas City, Mo., Star,	70,765	4.51
Providence, R. I., Telegram,	34,687	4.52
Philadelphia, Pa., Inquirer,	130,996	4.53
Buffalo, N. Y., News,	61,895	4.54
Los Angeles, Cal., Times,	18,091	4.57
Pittsburg, Pa., Post,	47,080	4.93
Albany, N. Y., Journal,	10,655	5.16
St. Louis, Mo., Globe-Democrat,	70,501	5.19
Minneapolis, Minn., Times,	28,577	5.22
Albany, N. Y., Express,	11,639	5.43
Denver, Colo., Rocky Mount'n News,	25,718	5.59
Minneapolis, Minn., Journal,	B	5.66

Detroit, Mich., Evening News,	66,419	5.79
Albany, N. Y., Times-Union,	21,110	5.83
Detroit, Mich., Free Press,	36,225	5.91
St. Paul, Minn., Globe,	17,844	5.93
Montreal, P. Q., Star,	45,911	5.96
San Francisco, Cal., Examiner,	81,743	5.99
Newark, N. J., News,	38,251	6.03
Pittsburg, Pa., Chronicle-Telegraph,	56,106	6.07
Pittsburg, Pa., Times,	51,973	6.08
Rochester, N. Y., Demo. & Chronicle,	22,429	6.14
Worcester, Mass., Spy,	F	6.24
Pittsburg, Pa., News,	19,330	6.34
Pittsburg, Pa., Commercial Gazette,	34,985	6.38
Omaha, Neb., Bee,	19,981	6.45
Boston, Mass., Post,	B	6.46
Toronto, Ont., Globe,	51,214	6.59
New York, N. Y., Press,	A	6.66
Indianapolis, Ind., News,	35,925	6.68
St. Louis, Mo., Republic,	62,004	6.76
Pittsburg, Pa., Dispatch,	36,149	6.83
Springfield, Mass., Union,	18,410	6.96
Philadelphia, Pa., Press,	46,756	7.19
Milwaukee, Wis., Even'g Wisconsin,	16,456	7.25
Grand Rapids, Mich., Press,	22,817	7.57
Hartford, Conn., Post,	F	7.59
Topeka, Kans., State Journal,	11,222	7.28
Boston, Mass., Journal,	B	7.59
Chicago, Ill., Tribune,	A	7.55
Pittsburg, Pa., Leader,	25,872	7.73
New York, N. Y., Journal,	A	7.84
Cleveland, Ohio, Leader,	B	7.87
Albany, N. Y., Press & Knickerbocker,	E	8.00
Columbus, Ohio, State Journal,	13,968	8.50
McKeesport, Pa., News,	4,364	8.56
Duluth, Minn., Herald,	8,338	8.59
Syracuse, N. Y., Herald,	18,003	8.43
Baltimore, Md., Herald,	30,768	8.45
Joliet, Ill., News,	5,497	8.60
Springfield, Mass., Republican,	14,009	8.90
St. Paul, Minn., Pioneer Press,	D	9.00
San Francisco, Cal., Bulletin,	30,742	9.61
Toronto, Ont., Mail and Empire,	53,090	9.12
Rochester, N. Y., Union & Advertiser,	15,749	9.14
Milwaukee, Wis., Journal,	E	9.30
Bangor, Me., Commercial,	5,356	9.33
Kansas City, Mo., Journal,	22,444	9.47
Cleveland, Ohio, Plain Dealer,	32,000	9.51
Hartford, Conn., Courant,	F	9.55
Buffalo, N. Y., Express,	15,141	9.57
Baltimore, Md., News,	E	9.74
Portland, Me., Argus,	5,076	9.85
Washington, D. C., Star,	31,192	10.09
Milwaukee, Wis., Sentinel,	E	10.11
Detroit, Mich., Journal,	C	10.30
Hartford, Conn., Times,	14,175	10.37
Grand Rapids, Mich., Herald,	8,190	10.39
Boston, Mass., Herald,	A	10.86
Pittsburg, Pa., Press,	30,135	10.73
Jersey City, N. J., Journal,	14,743	10.74
Portland, Ore., Oregonian,	24,983	10.95
Sioux City, Iowa, Tribune,	6,915	11.49
New York, N. Y., World,	A	11.73
Nashville, Tenn., Banner,	F	11.73
Philadelphia, Pa., Times,	C	11.90
Reading, Pa., Eagle,	F	11.94
Buffalo, N. Y., Times,	C	12.00
Columbus, Ohio, Dispatch,	E	12.00
Washington, D. C., Post,	C	12.16
Indianapolis, Ind., Journal,	12,317	12.17
New York, N. Y., Times,	B	12.25
Brooklyn, N. Y., Eagle,	29,900	12.41
New York, N. Y., Staats-Zeitung,	B	12.50
Cincinnati, Ohio, Volksblatt,	G	12.50

Philadelphia, Pa., Call,	C	12.50
Detroit, Mich., Tribune,	E	12.54
Chicago, Ill., Inter Ocean,	B	12.60
New Bedford, Mass., Standard,	11,496	12.63
Utica, N. Y., Press,	8,386	12.63
St. Joseph, Mo., News,	F	12.68
Louisville, Ky., Commercial,	E	12.30
Cincinnati, Ohio, Commercial Tribune,	C	12.33
Philadelphia, Pa., Star,	F	12.33
Scranton, Pa., Truth,	F	12.33
Denver, Col., Republican,	C	12.50
Augusta, Mo., Kennebec Journal,	3,577	12.97
Topeka, Kans., Capital,	10,584	14.13
Montgomery, Ala., Advertiser,	G	14.40
Cleveland, Ohio, Ohio Farmer,	C	14.40
New Haven, Conn., Register,	F	14.70
Cincinnati, Ohio, Enquirer,	B	14.85
Chicago, Ill., Post,	C	15.00
Baltimore, Md., American,	E	15.05
Lincoln, Neb., Nebraska State Journal,	F	15.23
Richmond, Va., Dispatch,	F	15.50
San Francisco, Cal., Chronicle,	B	15.60
Sacramento, Cal., Bee,	6,680	15.71
Oshkosh, Wis., Northwestern,	3,542	16.19
New York, N. Y., Evening Post,	24,564	16.30
Lynn, Mass., Item,	12,800	16.31
Wichita, Kans., Eagle,	10,764	16.47
Philadelphia, Pa., North American,	D	16.50
Indianapolis, Ind., Sentinel,	F	16.80
Brooklyn, N. Y., Times,	E	16.80
Portland, Me., Express,	5,945	16.82
Boston, Mass., Transcript,	D	17.14
Houston, Tex., Post,	11,813	17.77
Old City, Pa., Derrick,	H	18.05
Providence, R. I., Journal,	12,006	19.67
St. Louis, Mo., Westliche Post,	F	20.00
Burlington, Vt., Free Press,	4,385	20.06
Louisville, Ky., Courier-Journal,	17,073	21.29
Dayton, Ohio, Herald,	G	21.75
Albany, N. Y., Argus,	G	21.83
New York, N. Y., Mail and Express,	D	22.85
Brooklyn, N. Y., Citizen,	F	23.23
New York, N. Y., Comm'l Advertiser,	E	24.00
Buffalo, N. Y., Courier,	F	25.25
Woonsocket, R. I., Reporter,	G	26.50
Wilmington, Del., Every Evening,	G	26.58
New Orleans, La., Picayune,	F	27.23
New Orleans, La., Times-Democrat,	F	27.23
New Haven, Conn., Journal & Courier,	H	31.11
St. Joseph, Mo., Herald,	H	31.11
Meriden, Conn., Journal,	"J.K.L."	35.00
San Antonio, Tex., Express,	G	51.10
Brooklyn, N. Y., Standard-Union,	F	53.23
Jacksonville, Fla., Times-Union & City's'n,	H	54.85
Savannah, Ga., Morning News,	H	68.65
Galveston, Tex., News,	G	64.57
Waterbury, Conn., American,	I	75.00

It is usually asserted by a publisher that what his paper falls short in circulation it makes up in character; but those who look over this list and compare the prices find themselves wholly unable to reconcile the variations in the rate of charge. The paper of the highest character is on the whole more likely to be found with a lower rate than the competing paper of a lower character, whether actual or assumed. Of course there will be some lack of accuracy in the prices given for the papers

having letter circulation ratings, that is ratings given by letters instead of in plain figures. The publishers of such papers have their own reasons, doubtless, for withholding the facts concerning their editions. Some of them have very large circulations without doubt, as, for instance, the *New York Journal* and the *New York World*, both of which have a place in this list. PRINTERS' INK desires advertisers and newspaper men to give this list and its suggestive figures careful attention and invites communications upon this very interesting subject from every thoughtful student of advertising.

#### A BILL BOARDING RETAILER.

In the March 19th number of the *Chicago Dry Goods Reporter*, W. H. Gentner, a merchant of Farmington, Iowa, is reported as saying:

"For my kind of business and the class of people I deal with I find that sign board advertising and gift schemes are the most successful in trade building. I do not consider my experience a criterion for larger cities or places where the newspapers have large circulation and are more up to date than our papers. I have made a success of sign board advertising. I do not paint the fences or use small boards, which are easily destroyed, but I have made large substantial signs, 6 by 12 feet in dimensions. These are set on oak posts and placed at every four corners within a radius of fifteen miles of Farmington. I have just finished putting out a new lot of these signs, and I expect them to last from ten to twelve years. Ten years ago I put out some that were very similar but less substantial, if anything, and a good many are standing yet. On the calculation that they will last ten years, each sign costs me 87½ cents a year. That is cheap advertising, and yet it is good, for I have actual proof that one of them brought trade to the extent of four or five times its cost within a week after it was put up. Results are apparent from nearly all of them. The printing on these signs must, of course, be of a general nature. A list of the lines of merchandise carried is given, and the important fact to farmers is stated that cash is paid for butter, eggs and poultry. All the signs read alike. There was a time when I did considerable advertising in the papers, and it was profitable so long as I was allowed to advertise only with locals, for which I paid a fair price. I never made any other kind of newspaper advertising pay. Display ads have always cost too much in proportion to what they bring in return. The kind of a local that pays is short, telegraphic in its terseness, and not over a line in length. Three or four words are enough. It must be sandwiched in between news items so that it can be taken in by the reader whether he wishes to read it or not. Every superfluous word works against this. Not one person in fifty will read an item if he knows it is an advertisement. Since I have quit the newspapers I make current announcements of cut prices, etc., by means of neatly printed cards hung in front of the store or in the windows.

TRUTH, well expressed, makes the best advertisement.

**Mr. F. James Gibson Reveals  
to our Canadian brothers  
A well of truth,  
A fountain of knowledge  
A mine of wealth.**

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At the meeting at Ottawa, March 11, 1898, of the Canadian Press Association Mr. F. James Gibson of New York held the closest attention while discussing a paper on "The Publishers' Duty to the Advertiser." Mr. Gibson pointed out that a distinctive style of advertisement is very valuable and that the value of an advertisement is greater at the end of the year than at the beginning. He estimated that \$300,000,000 are spent every year by American advertisers, and considers advertising still in its infancy. A vote of thanks to Mr. Gibson for his excellent paper, moved by Mr. A. Pattullo, M. P. P., and seconded by Major McGillivray, was carried unanimously. It was only after many of the members had asked Mr. Gibson questions on advertising that the orator frankly stated that he had acquired most of his knowledge from a careful perusal of PRINTERS' INK.

## BUSINESSES INADEQUATELY ADVERTISED.

### NO. XII.—PAWNBROKING.

The pawnbroker's orthodox advertising sign—three golden spheres—has

#### WHEN YOU WANT MONEY

In a hurry, for a week, a month or a year, take some good collateral and call on

#### PAWNBROKER PARKS 91 ALLEY ST.

He will advance cash to any amount on Jewelry, Diamonds, Clothing and all kinds of personal property. Liberal loans made.

Interest, 3 per cent per month.

Don't forget the address.

of late years come to be regarded as the emblem of a place to be avoided rather than patronized. The writer has never quite understood the antipathy Americans have to seeking the offices of "My Uncle" when in need of

#### SQUEEZED for CASH?

Most men are liable to be, occasionally. No disgrace about it, either. It's not a crime to be "broke."

But it is unnecessary when you can raise all the money you want at a minute's notice by calling upon

#### PAWNBROKER PARKS, 91 ALLEY ST.

Money loaned on Jewelry, Diamonds, Clothing and every description of personal property. Interest, 3 per cent per month. Private interview rooms, and separate entrance for ladies. Don't forget the address.

a loan, considering that they have no qualms of conscience about going to an ordinary money lender, who generally fleeces them in the matter of exacting exorbitant interest for the loan.

The pawnbroking business, properly conducted, is perfectly legitimate and honest. It provides a means of obtaining a prompt loan on approved collateral without question or red tape business such as must be gone through at the regular money lender's. In sudden emergencies the transference of a watch, ring, or any other article of jewelry, etc., can secure the needed money inside of one minute, nor is the rate of interest charged exorbitant, in New York State at least, considering the prompt accommodation afforded.

I believe that pawnbrokers in this country could have much more business than they now possess if they were

to do more advertising. As it is, with few exceptions, they do practically none. There can be no doubt about its being a good paying business, provided one secures sufficient custom. The cost is hardly any more to handle a big business than to handle a small one. The larger the city, the more trade one is likely to have; but, on the other hand, the greater the newspaper advertising rates are likely to be.

Nevertheless newspaper advertising would be as valuable to the pawnbroker as it is to any other business man. The floating population in a city, for instance, is more frequently than any other class the one that becomes financially stranded.

In such dilemmas strangers naturally want to know where to go to "raise the

#### ARE YOU A STRANGER IN TOWN?

If so, and you happen to go broke, don't worry if you have any good collateral. Come and see

#### PAWNBROKER PARKS, 91 ALLEY ST.

and you can have a liberal loan on Jewelry, Diamonds or any other kind of personal property. Interest, 3 per cent per month. Your goods safely shipped home when desired.

wind," and very few have courage to ask to be directed to the nearest pawnshop! If properly advertised in the newspapers such questions would hardly be necessary.

I present with this article a few sug-

#### Sudden Emergencies

often arise when ready cash is badly needed. In such cases go at once to

#### PAWNBROKER PARKS

who loans money promptly to any amount on Diamonds, Jewelry, Gold and Silver Plate, Furs, Silks, Laces and all kinds of wearing apparel and other personal property. Interest, 3 per cent per month. Fire and moth-proof store-rooms. Safety guaranteed.

91 ALLEY ST.

gestions as to the class of ads that might be used by a first-class pawnbroker to catch both the home and transient trades. They are intended to fill a two-inch space, single column.

JOHN S. GREY.

# A CHANCE

FOR

## ARTISTS AND PRINTERS.

---

THE NEW YORK TIMES will pay \$10.00 for the best design for an advertisement with these words, to occupy ten agate lines of space. Competition to close April 10, 1898:

**"All the News That's Fit to Print."**

THE NEW YORK TIMES.

In many thousands of the best homes in New York and Brooklyn THE NEW YORK TIMES is the only morning newspaper admitted.

There is yet time to forward contributions to the competition for prize of one hundred dollars offered by THE NEW YORK TIMES for the best advertisement setting forth the advantages of THE NEW YORK TIMES to advertisers, to appear on this page. Five dollars each will be paid for all accepted contributions except the winner of the prize.

## THE OLD MAN IN THE AD.

By Fred H. Clifford.

In monthly magazines, in weeklies and even in the daily papers where the best of advertising is almost invariably illustrated, it is interesting to note the subjects most generally employed by artists and how they are variously "posed" so as to be made most attractive to the man who reads.

The typical American girl—the bright-eyed, dashing maiden of sweet face and shapely figure—lends by far the largest share of pictorial attractiveness in advertising. Her popularity is but a natural result of her power to gain attention. On the street, the other fellow's pretty sister is always attractive; and she possesses the same charm and fascination when her handsomeness is made a part of an ad.

But the old man—the elderly gentleman, if you like it better—has become a frequent subject for the advertisement artists. He has an attractiveness that is peculiarly his own. The gentle ways and open-hearted good nature that are his in actual life, inspire a certain reverence that invariably wells up when the old man is seen in the advertising columns. The dainty maiden may be ever so handsome and shapely, but she can never receive the respect and half pity, half love that old age and gray hairs command.

The idea of his having had long experience makes the old man valuable to the modern advertiser. The smiling old man pictured in the current magazines as listening to Edison Phonograph music must have heard lots of good tunes during his life; and the fact that he has found a machine which can sing the dear old songs to him again is at once suggested by the picture. He is a connoisseur of melody, and he attracts attention.

The salesman who, in the March magazines, tells a fair customer that "Pears' soap has no equal," is the more readily believed because his gray hairs imply long experience.

A Ripans Tabules picture portrays a doctor, who is at least three score and ten, surrounded by the anxious members of a family. The doctor's praise of the Tabules carries unusual weight because of his advanced years and consequent long experience.

Put a gay young seaman in place of John Pearson & Son's old "reliable pilot," and the reader would have just so much less confidence in Pearson's

biscuits as the difference between his confidence in an old and a young skipper. The old pilot can be relied upon. So can Pearson's Pilot bread.

Because the old man is frequently ailing is another reason why he is useful to the advertising artist. The O-H Malt little girl gives grandpa a bottle of the tonic that he may have strength. J. C. Ayer & Co. put their sarsaparilla in his hands and he looks happy. An aged, bent back is straightened as soon as Allcock's porous plaster is put on. Most prominent in a group of Candy Cathartic Cascarets admirers is a hale, well-looking old gentleman. The Florence Manufacturing Co. leave it to an old gray-haired man to announce the advantages of their dental plate brush. The Pope Manufacturing Co. mount him on a Columbia bicycle—perhaps to get the stiffness out of his legs, and give him exercise. And many similar cases where the old man is a prominent subject are to be found throughout the realm of good advertising.

There is certainly plenty of room in the pictorial-advertising arena for the old man. He is needed there, and progressive advertisers are using him more and more. It only remains now to see how great his popularity becomes, and how far he can emulate the grand successes already achieved by his fair rival, the gay and giddy advertising girl.

## LI HUNG CHANG KICKS THE

old-fashioned collar button aside. Both he and

## EMPEROR WILLIAM IN

Berlin was Squawker's double-action necktie hold or Had Corbett worn one he wouldn't have got it in

## HIS SOLAR PLEXUS.

## A \$10,000,000 Currency Issue

would suit Cashmere &amp; Co. exactly. The immense holiday business done at their store will likely move the

## Secretary of the Treasury

to increase the circulating medium and so avert, possible

## Panic!

THE New York Journal thus caricatures the present tendency to use deceptive headlines on advertisements.



**JOHN D. SPRECKELS,**  
Proprietor.

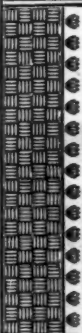
The Great Family  
Paper.  
Into the Homes It  
Goes.

Best Local  
Equipment!  
Best Staff of  
Correspondents!  
Best News Service!

# The San Francisco Call..

Published  
Every Morning  
in  
the Year.

Circulation.  
Exceeds  
**50,000**  
Daily.



**W. S. LEAKE,**  
Manager.

For Sample Copies,  
Rates and Further  
Information,  
Address,

**DAVID ALLEN,**  
Eastern  
Representative,  
188 World Building,  
NEW YORK.



## HELPING THE RETAILER TO ADVERTISE.

A full page advertisement of the Warner Bros. Co., corset manufacturers, appeared recently in the *Dry Goods Economist*. In it the company stated that its department of publicity was at the command of retail dealers throughout the land, and extended an invitation to such to employ it.

A reporter for PRINTERS' INK called at the office of the company, 359 Broadway, New York. He found Dr. Warner, and began business by asking: "Regarding this matter of 'helping

glove envelopes. We are just getting up a booklet containing a little story or storyette, which we believe will benefit the retailer and ourselves. Here is a folder on dress stays which has been effective on that line. Do you know that our corset business so overshadows our other lines—waists, supporters, dress shields and so on—that people outside of the line are not aware we handle these? But our most efficient aid is this booklet of twenty-four single-column display advertisements. These we send broadcast and any dealer who wishes them need but indicate his choice by number and we forward to him the electrotype of it prepaid."

"Do you ever pay for the retailer's space in his local paper?"

"Very, very seldom."

"Do you ascertain results on this advertising?"

"No, we do not attempt that. We believe that we obtain benefit from it, or we would not continue. We can only tell in a general way; for instance, if our business increases in a town in which the retailer has been advertising, he is entitled to credit."

### A UNIVERSAL TRUTH.

There is no other medium in the world like the daily newspaper for all kinds of legitimate advertising. Newspaper advertising costs less and has a more general and wider effect than any other. It commands for the advertiser a larger and better patronage than any other. Such has been the world-wide experience, and such is the evidence of all who have made the greatest successes in advertising—*Toledo (O.) Commercial*.

## Warner's '98 Models.

We aim to sell corsets as if we sold nothing else. First of all, no corsets of poor make get into our stock. We make this rule because we want our Corset Department to be the best in the city. Our latest acquisitions are the *Warner Corsets*, known as



## Warner's '98 Models.

They will catch your fancy See them! That's better than exploiting their good qualities.

**We are showing to-day  
\$1.00, \$1.25, \$1.50 Models.**

All figures suited at these prices.

the retailer to advertise,' Dr. Warner, how do you go about it?"

"Out of our general advertising fund we put aside a fair amount with which we co-operate with the retailer in his own town. We furnish such assistance gladly and know that returns are very satisfactory."

"How do you assist him?"

"In various ways. We are continually getting up novelties. We send the retailer cards, booklets, circulars, and many other things which we believe will further his sales of our products. Thus we have furnished him with wrapping paper containing our advertisement, with show cases, show stands, terra cotta and glass signs and



"A SPRING OPENING."

# San Francisco Bulletin

ITS VALUE PROVEN.

J. J. O'BRIEN & CO.,

IMPORTERS  
OF

DRY GOODS.

THE BULLETIN,  
City.

Dear Sirs:

San Francisco, Feb. 2, 1898.

Having advertised in the BULLETIN for many years it gives us great pleasure to testify to its merits, as in our judgment it is a first-class medium for reaching the better classes of trade, our experience showing it to be eminently a *family paper*, and we invariably find that an advertisement in its columns *brings a liberal response* from a nice class of customers.

We also desire to compliment you on its *rapidly increasing circulation, as shown by our recent investigation.*

Yours very truly,

J. J. O'BRIEN & CO.

**Daily February Average--25,526.**

GUARANTEED BY THE ADVERTISERS GUARANTEE CO.

**BEST IN QUALITY**—————

—————**MOST IN QUANTITY.**

Further information  
from

F. K. MISCH,  
Potter Building, New York.

**WHAT** have you to dispose of that the purchasing public of the States of

Ohio	Nebraska
Indiana	Iowa
Illinois	South Dakota
Wisconsin	Michigan

**REQUIRE?**

**Is it**

**FARMING  
IMPLEMENTS,  
LANDS,  
MACHINERY,  
PROPRIETARY  
ARTICLES,  
HOUSEHOLD  
GOODS,**

**or, what is it?**

You can reach the purchasing classes of these States thoroughly in but one way; through the columns of the local paper.

# 1500 Papers,

with a circulation of

## ..A MILLION A WEEK..

That is the output of the Chicago Newspaper Union List in these States; and one order and one electrotype does the whole business.

Catalogue for the asking.

**CHICAGO NEWSPAPER UNION,**

10 Spruce Street,  
NEW YORK.

87 to 93 S. Jefferson St.,  
CHICAGO.

## THE PUBLISHER'S DUTY TO THE ADVERTISER.

ADDRESS DELIVERED AT THE FORTIETH ANNUAL MEETING OF THE CANADIAN PRESS ASSOCIATION AT OTTAWA, MARCH 11, 1898, BY F. JAMES GIBSON, ADVERTISING MANAGER FOR A. A. VANTINE & CO., NEW YORK.

The publisher's duty is to help the advertiser to make his investment as profitable as possible. The more profitable he can make it the better it will be for both of them.

The man who has goods or services to sell needs the publisher and he needs him badly. The publisher on his part has as much need for the man who has goods or services to sell. If these two are to be of any real and lasting benefit to each other it must be on the basis of mutual profit.

There is where some publishers "fall down." They look upon advertisers as sponges to be squeezed. So they proceed to squeeze them good and hard. They do this in many ways. If the advertiser be a man of artistic ideas, or if he wants, for any other reason, to use illustrations in his ads, he must pay extra for the privilege—they are squeezing the sponge. If he wants to use anything larger than nonpareil or agate type he must pay extra for that. If he wishes to break the column rule he must pay extra for that as well. This kind of publishers invents all sorts of extra charges, as well as many other vexatious rules and regulations. In some cases the extra charges added to the regular rate make the expense of using certain journals almost if not quite prohibitory. Millions of dollars' worth of advertising, which would otherwise have gone into newspapers, have been forced into other mediums by this extraordinarily short-sighted policy. Mr. Artemas Ward, who so very successfully conducts the advertising of Sapolio, stated at a meeting of the Sphinx Club in New York that when he started to advertise Sapolio in Boston the demand by the newspapers there for extras for displays and cuts forced him out of the papers into the street cars. He found, as a result, after giving the street cars a thorough trial, that in proportion to money expended his returns from Boston were better than from any of those places where he had used newspapers exclusively. Of course it must be borne in mind that Boston has an exceptionally

fine street car system. Mr. Ward's Boston experience has no doubt, directly and indirectly, diverted a vast sum of money into street car advertising which would otherwise have gone into newspapers. This is the case of killing the goose that lays the golden eggs. And the Boston papers, with one or two exceptions, still keep up their short-sighted policy. What this kind of publications need is a visit from the "fool-killer."

The object of about nine publishers out of ten seems to be to get the advertiser to use all the space which it is possible to "work" him for. Very little thought appears to be given as to whether the space used can be profitably handled or not. Through this "hoggishness" many a promising advertiser has been spoiled and many an addition has been made to the ranks of those who declare that "newspaper advertising doesn't pay." Who loses the most by this in the long run? The publisher, certainly.

In my opinion no publisher ought to ask an advertiser to make what is ordinarily known as a "contract." The ideal plan is to make a flat rate by the line or the inch and let the advertiser take as much or as little space as he wants and then allow him a discount at the end of a certain period of time in proportion to what he has used. This is much better than figuring the discount in proportion to what he has promised to use. I know of several very successful publications which make a net flat rate for either one insertion or one thousand insertions. If any publisher here present will put on his thinking cap for a few minutes he will probably agree with me that nothing much is to be made in the long run by compelling or attempting to compel any advertiser to complete the terms of a distasteful contract. The New York *Herald*, which is a very profitable newspaper, won't enter into a contract to print an advertisement. Even if your money has been paid in advance the *Herald* people repudiate any obligation to insert the advertisement paid for. Of course I need hardly say that if your ad doesn't go in your money comes back. This is the deliberate policy of this great publication and it seems to be based on a sound business principle.

Some publishers I know of are short-sighted enough not to encourage the advertiser to change his advertisement

as frequently as possible. This mistaken policy is for the purpose of saving a few cents, but the net result is the loss of dollars. In some country newspapers—and Canadian publications are among them—one can see Christmas goods advertised in July, and spring dress goods advertisements masquerading in October. What are the publishers of such papers thinking about? These foolish men hurt themselves in two ways. First, they injure the advertiser by not insisting upon frequent changes, and in so doing they injure themselves. Then they give themselves a black eye in respect to outside, or what is called general or foreign, advertising. General advertisers, as a rule, discriminate against papers conducted in such a slovenly manner, and quite right they are.

While on the subject of foreign advertising I want to say that a great many country newspaper publishers waste too much time and space over this kind of advertising. As a rule, no money is to be made out of foreign advertising by the country publisher. When one comes to consider the low rates obtained, the cost of postage, space and time spent in trying to get the business, and in trying to collect for it when the contract has been completed, together with the unpaid bills, annoyance and worry incidental to this kind of advertising, it will be seen that there is no profit left for the publishers of papers of small circulation.

Let the publisher ask the foreign advertiser to pay as much for his space as he thinks it is worth. Let the publisher be reasonable and moderate in his ideas. If the advertiser is willing to pay this figure, well and good. If not, no time should be wasted on him.

Local advertisers ought to be the mainstay of the country newspaper and every other newspaper of local circulation. If this isn't the case, something is wrong with the local merchants or the publisher, or both. Many a publisher has been driven to seek foreign advertising, out of which he can't make one cent, because the men in his town who ought to be more or less extensive advertisers do not do any advertising to speak of. They say that it doesn't pay to advertise. And they probably speak the truth as far as they see it. Whose fault is it? Of course, as a rule, it is primarily the fault of the advertiser, and if he alone were to suffer, the publisher need not worry

himself about it. But the publisher has to suffer also, and to the extent that he is to blame he ought to suffer.

If the local merchant doesn't know how to advertise, the local publisher ought to show him. This is the problem then that faces every publisher, large or small: How can he make his space profitable to the advertiser?

It is obvious from what we have seen that the publisher to be successful must either have advertisers who know how to advertise or be himself a good advertising man, one who is capable of taking hold of his patron's crude efforts and hammering them into shape. Here, of course, considerable diplomacy will often be needed, because the ordinary advertiser, as a rule, considers himself an advertising expert, or pretty nearly one. But difficulties are made to be overcome, and where there is a will there is a way. If our friend, the publisher, is himself a good advertising man and is full to overflowing of the advantages of business-like, up-to-date advertising, he will quickly be able to inoculate nearly every one with whom he comes in contact.

But what are the principal distinguishing features of good advertising? In reply, let me be as practical and brief as possible.

TRUTH.—It is a self-evident proposition that an advertiser, if he is to be believed in the long run, must tell the truth in his ads. Of course, it is possible to fool some of the people all the time, and all the people some of the time, but an advertiser who starts in to fool all the people all the time must of necessity spend so much money that there will be no profit left in the transaction. Good advertising then is truthful advertising. Particularly is this true of what is called retail or store advertising. A merchant who makes deliberate misrepresentations in his advertisements in order to entice people to buy his goods, is digging a pit for himself. A common form of lying in advertising is exaggeration of statement. Jones will declare solemnly in his ads that his is the leading dry goods store of Smith County, when every one knows that he doesn't even rank in second or third place. Poor Jones! he is not only throwing his money away, but is discrediting everything else he says in his advertisements.

Lying in advertising shows itself in dozens of ways. Not only is there silly exaggeration such as our friend Jones

is guilty of, but there is the subtle misstatement well calculated to deceive. But no matter how artfully the untruth is told it will in nine cases out of ten not be profitable in the end.

The plain, honest truth nearly always carries conviction with it. When people hear it or read it somehow or other they usually recognize it.

**NATURALNESS.**—Any one who has ever tried to write on a business or other subject has probably experienced difficulty in being simple and natural in his language. The shortest, simplest, plainest words are always the most effective. Yet the average advertiser forgets all about this when he takes his pen in hand. In ordinary conversation he "wants" such and such a thing done. When he writes an ad he "desires" to have it done. Instead of writing out a simple announcement such as he would give out orally, he "begs to notify his friends and the public generally." I know men who are good salesmen. When they have a customer in hand they use plain, simple words without attempt at frills and flourishes. But when they start to write an advertisement their plain, earnest, telling language becomes stilted, affected, and "hifalutin." The result is that while they are good salesmen they are poor advertisers. In commencing to write an ad the best thing to do is to put your dictionary out of reach.

**CLEARNESS.**—It is important, especially in a business communication such as an advertisement, to avoid anything like ambiguity of expression. I know from actual experience that some people will misunderstand the clearest statement it is possible to make. When these misunderstandings are caused by a lack of definiteness on the part of the advertisement, the advertiser is clearly to blame. In any event it doesn't pay to have these misunderstandings, and it is a part of good advertising to avoid them. In store advertising it is also important to tell the price or prices of the goods advertised.

**BREVITY.**—Brevity is very necessary in advertising, as it costs money for space. And besides this is a busy age, especially with the great middle classes, who are the people most interested in advertisements of goods. The very rich don't go in much for reading advertisements, because there isn't any pressing need for it. The very poor have no money to spend.

But, of course, there is no sense in being brief at the expense of clearness.

**DIGNITY.**—The attempt to be "smart" and witty disfigures the work of a great many adwriters. The trouble with trying to be humorous lies in the fact that you can't tell how an alleged piece of humor will strike other people. Besides this, not one man in a million is capable of writing real wit and humor. But above and beyond lies the fact that the conducting of a business is not a humorous subject. Most of the buying is at retail, and consequently most of the reading of advertisements is done by women. Any man who thinks that the average woman appreciates funny advertising is greatly mistaken.

Of course there is such a thing as being too dignified in one's advertisements. Dignity indeed is very often only another name for dullness, but dignity, even to dullness, is preferable to the light, flippant and pert style which disfigures the work of so many adwriters of the present day. Of course in this, as in other things, one must cut his coat according to the cloth. Language which would be appropriate for advertising reaching a popular class of trade would probably not be at all acceptable to what is called exclusive trade.

**DISTINCTIVENESS AND UNIFORMITY.**—The appearance of an advertisement is a matter of great importance. Every advertiser should aim to give his work a distinctive appearance. This is easily accomplished by the proper use of types or of illustrations, or both. Advertisements which have this distinctiveness of appearance acquire in the course of time somewhat the same value that a trade-mark has. It must be borne in mind in addition to this that the cumulative value of advertising is very great. That is to say, the last of a series of say 52 advertisements is worth several times the value of the first of the series. This cumulative value is still more increased where the whole of the 52 advertisements are identical in appearance. A certain New York clothing house, which undoubtedly does the best clothing advertising in the world, have for many years used single-column advertisements, which, while varying somewhat in length, always have an illustration at the top, and are set up in a uniform style of type. These advertisements are so good that many thousands of

men read them every day as regularly as they read the news dispatches. Some time ago the firm tried the experiment of changing the appearance of their advertisements. This they kept up for several weeks. The result was, many people called at their stores and inquired why the firm had discontinued advertising. This is an illustration of the great value of advertising in a uniform distinctiveness of style.

In conclusion, I want to say, gentlemen, that, as publishers, you have it in your power to either greatly help or greatly hinder the cause of advertising. Instead of harassing your advertisers with vexatious rules and regulations, which tend to prevent him using his space to the greatest advantage, make things as easy and pleasant as possible. Get the idea out of your head that your responsibility ceases when you have sold your space. If you are the publisher of a paper which hasn't as much advertising as you think it ought to have, I hope you will go home from this convention with the conviction that you can and ought to do your share towards bringing in a better condition of affairs. Make the science of advertising a study. Read the books which have been published on the subject. Subscribe for some of the numerous excellent periodicals published in the interest of advertising. Study the advertisements of successful advertisers in the leading American and Canadian cities. Get thoroughly inoculated and permeated with the subject of advertising, and my word for it, your paper will before long contain more and better advertising.

If perchance you are located in one of the large Canadian cities where the field is extensive, it will probably pay you to engage a competent man to write and superintend your patrons' advertisements. If you will place the services of a good artist at this man's command, it will be still better. Try this plan. I venture to say that if you do so, you will, in the course of a short time, be able to increase your advertising 25, 50 or probably even 100 per cent and more.

It is estimated that three hundred million of dollars are spent each year in American and Canadian newspapers and magazines. Probably as much more is put out for other kinds of publicity. These are stupendous figures, yet I am satisfied that advertising as a science and an art is yet in its infancy.

The twentieth century advertiser will probably look back with astonishment at our crude and imperfect work. But even if the science of advertising be yet at the beginning, the principle of publicity which it represents, or rather is, is the greatest factor of success in the modern business world.

#### TO COPYRIGHT DESIGNS, ETC.

The House Committee on Patents has made a favorable report upon a measure which embraces the best features of several bills recently introduced providing for the copyrighting of designs, engravings, lithographs, cuts, prints, etc., intended to be used as labels or show cards. The committee has made an elaborate report upon the measure, in which it says that the object of the bill is to give the protection of copyright to those artistic designs which are intended to be used in connection with articles of trade or commerce, and give such designs the same protection before actual application to the commercial object with which they are intended to be associated as afterward. The law, the committee reports, should recognize and reward by protection the artistic conception, irrespective of whether the ultimate purpose of the artist or proprietor is to execute and multiply the conception for purposes of decoration as a work of the arts or to associate it with some articles of manufacture in trade or commerce. The committee is satisfied that the artists who produce an artistic design for a show card, label or print intended to be used in connection with articles of commerce, to call public attention thereto, are liable to have the same copied without authority by those to whom such design has been submitted for approval, or in whose possession the same has come for some temporary or limited use, before the design has been actually transferred to a lithographic stone or engraved plate, and that such acts of piracy are of not infrequent occurrence. Such appropriation of another's intellectual and artistic conception should be made unlawful and be visited with the responsibilities and the penalties which attach to a violation of copyright.—*Dry Goods Economist.*

THE most truthful part of a newspaper is the advertisements.—*Thomas Jefferson.*

#### ADVERTISING TERM ILLUSTRATED.



"A STREET CAR SIGN."

## MR. OGDEN ON ADVERTISING.

Mr. Robert C. Ogden, New York manager of the Wanamaker store, delivered on March 16 an interesting address before the Merchants' Association of New York, from which the following paragraphs are extracts:

We all know that advertising is a business force and a very great power that has to be recognized most thoroughly. Concerning the principles that have to do with it, I am not at all clear myself. If I should undertake to make an analysis of retail business, I should divide the subject into three parts—the merchandise, the service, the advertising. All three of them are equal in their importance to the others, but I should characterize the advertising as the dynamic power of the business.

With the public mind fixed upon business as it now is, with the competition that exists between traders, it is undoubtedly the fact that without advertising of the proper kind a business can not be successfully prosecuted to any large degree. Therefore I consider the advertising as the force that is to vitalize all the other work that may be put into the business. After the merchandise is purchased, after the service is hired, the steam that is generated in order to make the machine move is the advertising.

I should say that one mistake of the advertising merchant is that he does not take advertising sufficiently seriously. It is regarded as an element that is somehow important, but yet a little strange. It is not thought of, I think, generally as holding the very serious and important relation to the public at large and to the business itself that it really should occupy. Therefore I think that a retail merchant can not possibly exaggerate to his own mind the importance of the relation of his advertising to his business. Perhaps some little remarks that I may be able to drop a little further on may make this a little more clear. I now propose to put in a fragmentary way several things that come to my mind through experience. One most important thing is this. When a man has anything which he wishes to bring before the public eye for sale he is an Ishmaelite. Every man's hand is against him. The servant he meets at the door, the butler he reaches after passing the servant is against him, and if his printed matter reaches the owner

of the house it is as often as not put in the waste-basket. Every element is combined within the house to prevent what he may send through the mail reaching the person for whose eye it is intended. Therefore from that source the influences are all against them.

A great deal of advertising fails of its results because the advertiser gets discouraged. The most successful advertising that I have ever known is that which has been exploited on a very large scale. The man who has had the courage to advertise to a certain extent, and spend \$20,000, should have the courage to spend another \$5,000 and vitalize all the rest. Lack of courage is one of the most common experiences of advertisers. I am speaking now of newspaper advertising and the advertising of general merchandise. I do not know anything about exploiting proprietary articles.

When a man has taken up the subject of advertising he should reach a theory, and, having reached one of which his judgment will approve, he should stick to it very thoroughly all the way through. But unless he has the resources and stock of merchandise at his back, with the command of capital necessary to enable him to do the courageous thing about it, he had very much better not advertise, but go out of business and try something else.

Advertising taken seriously in the retail business makes the policy of the business; it is the fundamental thing—the cornerstone. Therefore it demands the attention of the head of the business. I can not think of any concern so large in its affairs, so extended in its ramifications, with so many responsibilities resting upon the head of the business as to make the advertising subservient to the general management of the business; to make the head of the business ignore the advertising. If I had the time to pursue this subject here I could prove this to be true.

Perhaps a little suggestion may vindicate the proposition. The manager of a department, the salespeople who are to sell the goods, should be told the policy of the head of the business, so far as advertising is concerned, and the way the matter is to be presented to the public, so as to arouse the interest of all. That does not take much time. Five minutes a day would be sufficient. It is important that the man at the head should vitalize the business by making everybody feel and know that

the advertising, the address to the public, is made in conformity with his wishes, under his supervision, and is absolutely a part of his plans for disposing of his merchandise. This being so, the proposition that the advertising of a well-ordered establishment makes the policy of the business is really correct. Advertising is the pulse, the movement, the circulation.

The column of the newspaper is the merchant's rostrum. It is his pulpit. It is his stump. From that he addresses the public at large. From that he speaks to his constituency.

If a man is not going to waste his money in advertising, it must never be stupid. It should be put in simple and forceful language. One of the most distinguished litterateurs of the country, addressing a class of students at one of our foremost colleges in Massachusetts, laid great stress upon simplicity and force in the use of the English language, reaching all the way from the advertisements to the leading editorials, and selected the advertising of our house as an illustration to be presented to this mass of learned young men who were receiving the highest education obtainable in this country. This confirms an opinion that I have very long held that advertising has taken its place in the literature of the land. It is one of the marks of the development of the intelligence of our country. Intelligent readers are looking at it, not only as a mere exploiting of merchandise, but as characteristic literature of our times.

I pause here for a moment to speak of a friend of mine who visited Gladstone, the Grand Old Man, not very long ago. "Before I leave I would like to ask you one question," said my friend. "What is it?" said Mr. Gladstone. "I want to know why it is that you have the American editions of the monthly magazines that publish English editions." "Oh," said Mr. Gladstone, "I subscribe for the English editions for my wife, and for the American editions for myself." "Why?" "Because I want to read the American advertising. I want to read it for several reasons. It interests me as reading. It interests me on account of the high character of illustration, and it is one of my means for gauging the material prosperity of the country."

The matter of illustration comes in in a very important way in modern advertising. The time has gone by when

woodcuts made by carpenters will do for newspaper advertising.

I fear that I have perhaps led you to believe that I have an absolutely sure theory regarding advertising. I wish to say, in parenthesis, that many firms get discouraged in their advertising because they have not absolute facts. The underlying principle of it is to formulate a theory that is founded upon reason and common sense, to apply that theory by certain methods, and then to treat it precisely as we do the forces of nature with reference to the growing of grass; the rain falls and the sun shines, the earth gives forth its chemical properties and the grass grows. I think the analogy is almost perfect. We can not get the chemistry of the human nature that makes advertising an absolute success. But we can formulate our theories and having made sure of their relation to common sense we can adhere to them.

If, under these influences, business grows and is prosperous it is due to the controlling system, but the advertising is the dynamic force that vitalizes all the rest.

I do not know that I can close my fragmentary talk with anything better than the poem that points the way to success:

Early to bed,  
Early to rise,  
Don't get tight,  
And advertise.



*Advertising Experience*, of Chicago, reproduces this picture as being the first idea of the "Wool Soap Babies" illustration.

## THE CHICAGO DAILIES.

All the daily papers of Chicago sell in the city for one cent except the *Evening Post*, which costs two cents. This being so, the reader determines for himself which paper presents the news and editorials in a manner which pleases him best. So really the determination of the paper to use for advertising is judged more by the quantity of circulation than anything else.

I have been trying in the last few weeks to determine in my own mind the relative values of the papers from an advertiser's standpoint, with a view to writing definitely my opinions.

Let us take up the papers one by one to commence.

The *Chronicle*, a Democratic morning paper, handles the news matter in a sensational way. It claims 85,000 circulation daily and over 100,000 on Sunday. It has a fair line of local advertising, but the foreign advertising is very much more, and of classified advertising it has three columns.

The *Dispatch* is an evening paper, Democratic, sensational, with a circulation fairly rated by American Newspaper Directory. It is designed, I take it, to interest the masses. It boasts of one page of classified advertising and only a poor showing of local and foreign advertising, these classes being about equally divided.

The *Evening Post* is an evening paper, independent Republican, and noticeable because it is the only two-cent daily, and it is read by the best class of people. If you were to say it is modeled on the lines of the New York *Evening Post* you would come pretty close to a good idea of the paper, and there it ends; for, while it carries the very best local houses, it does not carry as many as the New York paper, and you look in vain almost for the real estate and financial ads. It is fair to assume that it has about 25,000 circulation, and I wonder why they have no more, for it has the field all to itself.

The *Inter-Ocean* is a Republican morning paper with but a limited circulation. It is claimed that the paper has been read by conservative people for years, and that it is impossible for another paper to take them away. I guess people here generally agree that this is so, and also appreciate that it has a limited circulation, for I do not see much local advertising, still less foreign advertising. If it is anything

to him, the advertiser has the assurance anyway that, while there are but few competing with him, he is in pretty good company when it comes to the class question. I see six columns of classified advertising, and they show that the *Inter-Ocean* is not very popular.

The *Journal* is a Democratic evening paper claiming over 100,000 circulation and it does seem strange to me—an outsider—why with such a circulation it don't carry more advertising. At times I came near thinking it didn't carry any, and those days were when the other evening papers carried a good deal. As for classified advertising it has barely two columns.

Of the *News* it may be said that nobody doubts but what this paper prints all that is claimed. It strikes me as a good paper handling the news matter in a clean way and somehow or other I have drifted into buying it readily and without question. Its classified advertising is over two pages, and all local merchants seem to use it without exception and to use a good sized space, too, so that it becomes hard to find the foreign advertiser, though he is there.

The *Record* is practically the morning edition of the *News*, and is handled in the same way. It carries less classified advertising, and the local people do not use such large spaces as in the *News*, but the foreign advertiser does and completely overshadows the local.

The *Times-Herald*, a one cent morning paper, is considered the organ of the national administration. Almost everybody believes that its publisher is aiming to publish a reliable paper and of a high class; but still it is not appreciated for all that, and, to my mind, its circulation is decidedly limited. As to advertising, its patrons are of the best class. Next to the *Inter-Ocean* it carries the smallest amount of advertising of any of the morning papers.

The *Tribune* is an independent morning paper, which does not quote circulation, but insists that in the Chicago field there is a good deal in quality of circulation, and claims to have more of that commodity than any other paper published here. It carries a good line of advertising, both local and foreign, and its classified advertising is well developed.

Taking the whole field collectively, one is immediately impressed that as a whole the evening papers are the best patronized by the local merchants, the argument that the evening paper goes

into the homes more than the morning paper, being apparently believed in by the local merchants. Wednesday evening papers are the ones to show it first. On that day the space is increased, on Thursday a little more, and on Friday it gets to be whole pages, noticeably in the *News*. The *Journal* on these days seems to be the exception. On Monday and Tuesday, morning and evening carry pretty near the same amount.

Here the small merchant stands no show of being seen hardly in the evening papers of Wednesday, Thursday and Friday. On other days he has the chance, and from this I deduct that the small man will fare better if he were to use the morning papers only, or at least until he had sufficiently developed, so that he could use a pretty large space in the evening papers. As to rating the papers, here is the way I would do with the morning papers:

*Record*, first.

*Tribune*, second.

*Chronicle*, third.

*Times-Herald*, fourth.

*Inter-Ocean*, fifth.

#### EVENING PAPERS:

*News*, first.

*Journal*, second.

*Post*, third.

*Dispatch*, fourth.

#### SUNDAY PAPERS.

Without a doubt the *Tribune* is the first paper. The sales on that day and the advertising which it carries on that day leaves no chance for question on the subject. So it would be:

*Tribune*, first.

*Chronicle*, second.

Of the *Times-Herald* and *Inter-Ocean*, which should have the preference of the last two I don't know.

There are seven German daily papers, viz.: *Abendpost*, *Arbeiter Zeitung*, *Der Republikaner*, *Freie Presse*, *Staats Zeitung*, *Abend Presse*, *Abendblatt*. German papers are hard to draw a line on in every city because their circulation is by carrier system. One or two things I did learn. One is that nobody that I met ever saw the *Republikaner*, and everybody that I did agreed that the *Abendpost* was the best and had the largest circulation of any. This was not hard to believe, for being in sections where a great many Germans lived, it wasn't unusual to see a carrier with a big armful of *Abendposts* and it was the only German paper having a sale on the news-stands in the business districts. There you would

see from three to eight every evening alongside the English dailies.

I want to say something of the *Drovers' Journal* and *Sun*. They are both published by the same publisher and use the same plant. The Union Stock Yards of Chicago are really a city in themselves, and the *Drovers' Journal*, housed in a modern good-sized building, which is entirely used by itself, and having a modern mechanical plant equal to good-sized dailies in other cities, struck me as a revelation, and I commenced to ask questions, the answer to which made me classify that paper as a daily class paper. It publishes the market prices, and contains information necessary to the traders using the stock yards. Commission men use and buy copies of the paper to send to their customers, and prove to them that the stock consigned has been disposed of at the best market price. The plant used by the paper and facilities they have prove that they are prosperous, and the conditions certainly warrant one in believing that the *Drovers' Journal* has more than 30,000 circulation.

Then there is the *Denni Hlasatel*, a daily Bohemian paper published in a Bohemian district. *Svornost* is another. Of the two, *Svornost* is the best. *Dziennik Chicagoski*, a Polish daily, is published in a Polish district. *Skandinaven* is a Norwegian-Danish daily.

In no city that I ever visited have I seen such papers housed in such good shape as these papers—and I have been assured that the papers own outright the property used. They are not small buildings either, but in each case occupy a double lot, while the buildings themselves are from four to six stories high. All of these papers are prosperous and have made, and are making, money for their owners.

If there is any one in the United States who wants to develop his foreign field and will devote himself in preparing ads which will interest these people in their own swing of thinking, these are the first papers he should use of all the dailies in those languages, and if he doesn't succeed with them he won't succeed anywhere else. I was so surprised myself at the appearance of these papers that I just couldn't help speaking of them.

P. DOUGAN.

Chicago, March 15, 1898.

THE poultry dealer should not crow too much in his ads.

## SOME PRINTERS' INK TESTIMONIALS.

MODEST MERIT MODESTLY MENTIONED.

At the present moment PRINTERS' INK is in want of some genuine testimonials that shall blazon forth the Little Schoolmaster's transcendent merits—not fulsome flattery, but earnest, genuine praise from honest admirers. Testimonials are invited in this open way, because the Little Schoolmaster wants everybody to know that just now he is aching to be puffed. He invites his pupils to compose testimonials with care, write them out handsomely in a bold hand that will stand a photographic reproduction, and then just send them in. Testimonials that do not appear to be written in good faith will go into the waste basket. Such as seem genuine, but are badly written and poorly expressed, will be preserved with loving care, but not used. Such as are well written and genuine, and expressed with judgment, will be reproduced for advertising purposes or copied and commented upon in these pages. For the best dozen testimonials a sterling Souvenir PRINTERS' INK Spoon will be duly sent, one to each of the dozen writers, and to the writer of the testimonial that is the best, the best expressed, the honestest and the most genuine, there will be sent in due time a solid silver Loving Cup, upon one side of which there shall be engraved the golden words in which the testimonial was expressed, and on the other the name of the writer, the date, and some account of the object of the cup and the affectionate regard in which the successful pupil is and ever shall be held by his loving teacher. You who admire the Little Schoolmaster and his plain, straightforward but modest ways, can not do better than to just write a letter and give expression to your feelings. That letter may win the Loving Cup. Let it be addressed to PRINTERS' INK the Little Schoolmaster in the Art of Advertising, New York.—*Printers' Ink, Dec. 3.*

CHICAGO, March 2, 1898.

When so many are giving a testimonial to PRINTERS' INK I think I should fail of doing my whole duty if I should not say that most of the good things that I enjoy came to me through "The Little Schoolmaster."

An ad in PRINTERS' INK brought me the position of editor, and later when I began to write for its pages I received a very tidy sum from the publishers for my contributions, if it should be computed. Not only that, but my contributions to the paper were the direct cause of giving me a regular salary from one of PRINTERS' INK's most lusty babies, which I still draw with great regularity.

The paper has been the means of giving me well-paid employment for every minute of my time, and I do not do more because I can not. It has taught me to write ads that are good enough to please the people they are written for, though I have no time to indulge in this sort of recreation. This I can freely say: No publication that I have ever read has been the direct cause of so much benefit to me as PRINTERS' INK; no part of my education has been so valuable as that part got from heeding the teachings of the Little Schoolmaster.



PRINTERS' INK LOVING CUP.

MILLER PURVIS,  
Associate Editor *Farmers' Voice*.

8 SOUTH DELAWARE AVENUE,  
PHILADELPHIA Pa., March 4, 1898.

Along in the summer of 1890, can not recall the date—no matter—I was pursuing my duties in a wholesale establishment when our office boy came sailing in with the morning

mail. While sorting it he tossed aside a small paper, I picked it up and said: "Jim, what is this thing?"

It was PRINTERS' INK.

I had never seen it before and after a casual glance through its pages became sufficiently interested to lay it aside to be read when I had more time. Its uniqueness in size and general characteristics no doubt did the trick. I finally read it through, thorough-

ly, not superficially, and from that day to the present have been a close student of PRINTERS' INK.

In the course of time I dabbled in advertising, also entered several prize contests, winning one of \$50. I commenced a systematic study of advertising matters and have two large scrap-books filled with miscellaneous matters covering every conceivable subject. I have written very few ads for publication, but many for "imaginary firms," simply for practice and love of it.

But I digress. Some time in 1894 I offered PRINTERS' INK a few paragraphs and nervously awaited the inevitable turn-down, but, to my surprise, received an acknowledgment, also a \$2 check. That \$2 sunk

into my head and swelled it a little, so I sent another batch of "squibs." Two were accepted, netting me 50 cents, and six were returned. Then I let up and decided to wait until I ripened more and was mellow enough to write intelligently upon advertising—not guess at it. I have been following that policy with painstaking fidelity and hope subsequently to use my knowledge to good account.

Ignoring empty rhetorical flights, epigram-

matic sentences and phrases, I most respect fully beg to state that PRINTERS' INK has changed my destiny and I anticipate my commercial future accordingly—that is, in proportion to my acceptance of the "Little Schoolmaster's" teaching, supplemented by individual "hustle."

If I eventually occupy a position, whether ordinary or extraordinary, in the advertising field, to be consistent and manly I must give PRINTERS' INK its just due. It is undoubtedly the "keystone of advertising publications."

I inclose copy of ad winning the prize of \$50, also letter that accompanied check in acknowledgement of contribution. Have carried these in my pocket, in lieu of a better mascot, which accounts for their soiled appearance. Really return same, and oblige,

Respectfully yours,

HARRY V. W. STIVERT.

It is an every-day occurrence I know for you to receive letters praising PRINTERS' INK; but I want to add my little "say so" to the already lengthy list of those who have had indisputable proofs of the efficacy of your medium in an advertising sense. Today I had a telephonic message from one of my clients, and when I called upon him he stated he had just read in your journal an article upon the folly of spreading his advertising over too many papers. It was a subject I had dilated upon for some time but with little apparent effect; but when he read PRINTERS' INK it clinched the argument and now I have orders to use but one daily and one evening paper in this city—the best in my judgment—to use space persistently and not spasmodically as he had done before. There is now another one gathered into the fold of judicious advertisers and I give you the credit for it. There are a lot of carping critics who don't like PRINTERS' INK, and the only reason they don't like it is because they can not mold your journal into their warped way of thinking and acting. I am proud to say that I have always been a careful reader of your publication; have always learnt something from it which was well worth the perusal, and if every other advertisement writer or advertising agent spoke his candid opinion he would say the same. You have made advertising what it is to-day—go on with the good work—separate the sheep from the wolves—protect us from the pests and vampires who prey upon legitimate advertising—continue on the path you mapped out long ago—the proof of the pudding is in the eating and I am a glutton so far as what you dish up is concerned.

EDGAR J. ARNOLD.

SAN FRANCISCO, March 8, 1898.

Enthusiasm is the life blood of business. Franklin says: "Energy and persistence conquer all things."

PRINTERS' INK gives a man enthusiasm, energy and persistence, which means success.

CHARLES ARTHUR WAKEMAN.

OSHKOSH, Wis., March 1, 1898.

PRINTERS' INK is undoubtedly the leader among publications devoted to advertising. It is the first of its kind. I have read it from the beginning. I said from the beginning that it was telling just what I have learned in ten years' experience as a printer, pressman, publisher, reporter and advertising manager—telling just what people are anxious to know—secrets. That is what made it a success from the beginning. Everybody wants to know how to prepare advertising, how to make paying contracts, and

PRINTERS' INK has devoted its entire career to telling these things. Everybody seeks favorable publicity for their work or their wares, and that is why I believe that everybody is interested in PRINTERS' INK.

A. W. PETERSON,

Advertising Manager Indianapolis News.

An old professor at the university used to speak of the *iness* and *aboutness* of a subject. He insisted on the study of a poem itself and not a mere study of what others said about it. It seems to me that PRINTERS' INK gets at the *iness* of the advertising question. It is the *one* text book which I find invaluable as a stimulus to better ideas in the advertising field. As a writer of general advertising and later of medical ads I am delighted with the weekly visit of PRINTERS' INK. One single article on medical advertising in a recent number was worth a year's subscription. There are other advertising journals pleasant to read—PRINTERS' INK is an absolute necessity.

Most sincerely yours,

W. A. CHANT,

Adv. Man. Dr. Chase Med. Co.

BUFFALO, N. Y., March 4, 1898.

I began reading Rowell publications when I was a circus agent on the road in the long ago, when the *Advertiser's Gazette*, I think, was issued, and I used to get it at the crossroads by writing for it to the office of publication. The Newspaper Directory I had "always with me" in my hand-grip, and for the five years that I was manager of advertising with the late Adam Forepaugh, I saw to it that all the newspaper writers and contractors were armed and equipped with Rowell's Bible.

CHAS. H. DAY.

WHITNEYVILLE, Conn., March 8, 1898.

American advertising is the best in the whole world. PRINTERS' INK has made it what it is.

F. JAMES GIBSON,

Advertising Manager A. A. Vantine & Co. New York.

NEW YORK, Feb. 23, 1898.

Your paper is the best medium for reaching the advertiser I have ever used. The two-line ad has paid me from its first insertion. Send me bill at the first of the month. I think I shall run a larger one after this date.

FRED C. HUBBARD.

ASHTABULA, O., February 23, 1898.

Some years ago when Drummond's "Natural Law" was first published, and I attended church in a different town every Sunday, I used to amuse myself by noting the large number of sermons which seemed to me to be more or less based upon that book. I think I could tell when a minister had or had not read it. If he had, he involuntarily showed that he had. Now, as an advertisement reader, I think I see traces of PRINTERS' INK influence everywhere in advertising, and in many quarters not only traces but the ideas of PRINTERS' INK themselves, though often modified by the varying characteristics of the individual advertiser. PRINTERS' INK seems to me to have a marvelous magnetic faculty of attracting ideas in advertising and teaching them to others. Yours faithfully,

JOHN I. SUTCLIFFE.

TORONTO, March 1, 1898.

Thanks for your post-card. I wouldn't be without PRINTERS' INK at any price. It is interesting and profitable. I now obtain it from London and have subscribed for the next four years. Thanking you for your reminder, yours faithfully,

I. WARD.

PORT ELIZABETH, Cape of Good Hope, Feb. 14, 1898.

READABLE ADVERTISING.

*By Wolstan Dixey.*

The idea that people have got to be deceived or lured or dragged into reading an advertisement is based on a radical misunderstanding of what an advertisement ought to be.

Good advertising is good reading, and interesting too, for the people it is addressed to. Business is always interesting to the people whose business it is. If you have shoes to sell those shoes are interesting to the people who need them; who ought to buy them, and whom there is any likelihood that you can make buy.

The same with any other goods: hats, carpets, furniture, umbrellas, wheelbarrows, no matter what. They are interesting to the class that you want to interest in them. If you don't make your shoe or wheelbarrow advertisement interesting, it is because you don't talk plain talk about the goods.

But good advertising must go a step further. Beside being interesting each advertiser must be interesting in his own particular way because of the individuality of his advertising.

Some classified advertising strikes you like a row of cabbies at a railroad station, all standing in line, shouting

the same thing at once. But there is usually one man in the line who has a quiet, clever, tactful way of calling your attention and wheedling you into his cab. He has to stand in line with the rest of them, but he always gets a fare. When your eye sweeps up and down the line somehow it centers on him—Individuality.

But even the classified advertiser is not under any necessity of being strikingly original, or in any way startling. He must simply be himself, and any advertiser ought to be able to do that.

If you are an advertiser, never fear the multitude of other advertisers that may crowd about you in the papers or magazines. Don't try so mightily hard to screech louder than the rest of them but do try with all your might to tell plainly about the goods you have to sell. Try to be yourself at it. Bright or stupid, witty or ponderous, imaginative or hard-headed and prosaic—don't make too much fuss about it, but be yourself; or if you can't be yourself hire an advertiser and he will be yourself for you, if he knows his business.

THE manner of saying or doing anything goes a great way towards the value of the thing itself. —Seneca.

**Kaerchers**

CONFESSION!

Here an old timer—has lived, been selling bicycles since 1896. In the sale survived of that year's run of season.

In 1896 he began selling

**Rambler**

In 1897 sold in time as many Rammers as in 1896—in time will sell more Rammers.

BEVERLY GREEN, "Rambler" Dealer in Pittsburgh is selling a dollar and half price when they are sold in fact. WANT THEM? IT'S A FACT.

For this week only to introduce

**KELL'S BICYCLE SADDLE**

Regular price \$1.50. We will sell it for **\$1.60**



In a soft cushioned saddle, constructed in the most approved style, having leather and cotton and horse hair filling, to give up strength, keeping the seat hot dry and cool.

**439 WOOD-ST.**

TEA DEPARTMENT.

**Otis Shepard & Co.,**

Importers and Jobbers,

1151 Liberty Avenue.

Pittsburgh, Pa., *March 12*, 1895

The enclosed ad. has created a great deal of comment here, and I understand some of the papers have refused to run it the second time. It strikes me that this must be a pretty good kind of saddle, to make what does Printers Ink think

*H. J. L.*

## WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars."—*Psalm cxvi., 11.*

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as *coming FROM HIM*. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said* in its favor. What he does say, however, ought to be true—*absolutely*.

## CALIFORNIA.

San Francisco (Cal.) *Examiner* (3).—Making no account whatever of papers for exchanges and employees, and confining the paper strictly to the net paid circulation, we can truthfully claim that the *Examiner* not only has the largest circulation, in proportion to population, of any newspaper in the world, but has the best character of circulation of any paper in the country. This is shown by the very slight fluctuation and its steady increase. We keep nearly all our old subscribers and gain new ones. This paper has never depended for its readers upon anything so ephemeral as street sales and newsstand sales. Our customers have been the householders of San Francisco and of the towns of the Pacific coast. It is only people constantly residing in the same place that furnish so steady a circulation as the *Examiner's* has been.

## CONNECTICUT.

New Haven (Conn.) *Register* (1).—No paper in New Haven offers advertisers so much in quality and quantity as the *Register*. No other 9-cent paper in New Haven has a circulation half so large. All the morning papers combined have not as much circulation as the *Evening Register*. No other paper combines both quality and quantity in anything like the same degree. The *Register* is the "Home" newspaper of New Haven.

## GEORGIA.

Rome (Ga.) *Southern Argus* (2).—Average number of papers printed since January 1, 1898, 1,418 each issue. Actual number of bona fide subscribers 1,187. Figures sworn to.

## ILLINOIS.

Aurora (Ill.) *News* (1).—In the last issue of the American Newspaper Directory, published by Geo. P. Rowell & Co., of New York City, the *News* is the only Aurora (Ill.) newspaper that is accorded a distinctive circulation rating. All the other papers are rated "J K L," which means "less than 1,000." All advertising is accepted by the *News* upon the unqualified guaranty that it has a much greater circulation than any other Aurora newspaper, and we make the unchallenged assertion that it has a circulation threefold greater than any competitor.

Chicago (Ill.) *New Time* (3).—We are giving advertisers extraordinary value for their money. We have now a paid circulation of 35,000 monthly, with every prospect of a rapid increase. Our advertising rate is only \$60 a page, or 30 cents a line for ordinary position.

## EXPLANATIONS.

- (1) From printed matter emanating from the office of the paper and used in connection with its correspondence.
- (2) Extract from a letter or postal card.
- (3) Extract from the columns of the paper appearing either as advertising or reading matter.
- (4) By word of mouth by a representative of the paper.

In time, the leading advertisers of the country will see the advantage to themselves of using our pages.

Chicago (Ill.) *Staats-Zeitung* (2).—Founded in 1848, it has achieved during the fifty years of its publication the honor of being the most highly respected and most influential German newspaper west of the Alleghenies. Not only in Chicago, but throughout the Middle and Western States, in the South and on the Pacific Coast, it is the most widely circulated German paper, having readers in every State in the Union.

## IOWA.

Fort Madison (Ia.) *Gem City* (1).—*Daily Gem City*. Circulates in more Fort Madison homes than any other paper. *Weekly Gem City*. Reaches more farmers' homes in Lee County than any other paper. Also circulates largely in adjoining counties. Guaranteed average circulation during 1897, daily, 607 copies each issue; weekly, 1,513 copies each issue.

Marshalltown (Ia.) *Times-Republican* (1).—Claims the distinction of publishing the best papers in point of news, both general and special, issued from any town of 12,000 people in the United States. While it covers its strictly home field like a plaster, circulating from three to nine times the number issued by its contemporaries, it is conceded to be the best afternoon daily in Iowa and also the best semi-weekly in Iowa, and both papers cover a magnificent field.

Red Oak (Ia.) *Express* (1).—Only three papers in the county made statement of circulation before the board of supervisors for 1898, the *Express*, *Sun* and *Stanton Call*. No other paper was willing to let the public know its circulation. The list of the *Express* considerably exceeded the combined list of its competitors.

## KANSAS.

Leavenworth (Kan.) *Times* (1).—*Daily Times* has 8,400 circulation. It has 11,300 weekly circulation. It is printed in the largest manufacturing city of Kansas. Its large army circulation is a feature for advertisers to consider. It has subscribers at every post-office, and is read by the people of every city, village and hamlet in the State of Kansas. Its circulation in Leavenworth, Fort Leavenworth, Soldiers' Home and suburban towns, is much greater than that of all other papers combined.

Topeka (Kans.) *Merchants' Journal* (1).—The grocery paper of Kansas. The leading grocery journal of the West.

## KENTUCKY.

Paducah (Ky.) *Sun* (2).—Has a circulation of over 1,600, our average for last year being 1,666. We are conducting a distinctively local paper and reach most of the homes in this city.

## MASSACHUSETTS.

Boston (Mass.) *Columbian* (1).—Is now fully entered on the morning of its success-

ful career as a monthly mail-order publication of the highest class. Is thoroughly read, the night of its arrival, in two hundred and fifty thousand family circles every month—read, too, by a class of people who will answer mail-order advertisements.

## MICHIGAN.

Hudson (Mich.) *Post* (1).—Largest circulation in Western Lenawee and Eastern Hillsdale of any paper published.

## MINNESOTA.

Minneapolis (Minn.) *Tidende* (1).—If you want to reach the large Scandinavian population of Minnesota you can do so in no other way as well as through the *Tidende*, which has the largest circulation of any weekly paper in Minnesota.

## MISSOURI.

Sturgeon (Mo.) *Leader* (2).—Guarantees a circulation exceeding 1,200. By actual count it goes into the homes of 814 farmers. Only paper in fifty miles that gets \$1.30 per year in advance. Pays out more money to correspondents than any country weekly newspaper in Missouri. Carries advertising for 12 of the leading advertisers of America. Prints more original matter than any newspaper of its class in the State.

## NEW JERSEY.

Morristown (N. J.) *Jerseyman* (1).—Larger bona fide paid-up circulation than any other newspaper published in this vicinity. Recognized by leading advertisers as the best advertising medium in this section of the State.

## NEW YORK.

Bath (N. Y.) *Stunden Farmers' Advocate* (1).—Largest circulation of any country paper in Western New York. Circulation 5,000 a week.

Livingston Manor (N. Y.) *Ensign* (1).—Circulation 1,200 copies.

New York (N. Y.) *Ainslie's Magazine* (1).—Guaranteed circulation, 90,000.

New York (N. Y.) *Hardware Dealers' Magazine* (1).—If you make anything that hardware dealers can sell, the *Hardware Dealers' Magazine* can tell them all about it—interestingly and at a reasonable cost.

New York (N. Y.) *Standard* (1).—American edition exceeds 95,000.

New York (N. Y.) *Standard Designer* (2).—Do not forget we have over 225,000 circulation.

## NORTH CAROLINA.

Charlotte (N. C.) *News* (2).—Rowell's Directory for 1898 gives the *News* and *Times-Democrat* credit for the largest circulation in the best city and county in North Carolina. The Directory is right about this as usual. These papers have more than three times the circulation here of any other paper. That is why they are so valuable to advertisers.

## OHIO.

Alliance (Ohio) *Leader* (1).—Covers the counties of Stark, Mahoning, Columbiana, Carroll and Portage, and has the largest circulation in the Eighteenth Congressional District.

Cleveland (O.) *Jewish Review* (1).—Reaches nearly every Jewish home in Northern Ohio.

Dayton (Ohio) *Press* (2).—We firmly believe that we are now in a position to say that the circulation of the *Press* is as large as the combined circulation of all the other dailies here.

East Liverpool (O.) *Crisis* (2).—Is recognized as the authority on potting in the United States, published in the heart of the earthenware and china district of the country. It has the largest circulation in East Liver-

pool and the only paper in that city that has its circulation guaranteed by the American Newspaper Directory. Is a member of the select list of Ohio Dailies, has a telegraph service and is conducted on metropolitan lines. It has treble the circulation of any competitor and more than that of all competitors combined.

Springfield (O.) *Farm and Fireside* (1).—The monarch of the world's rural press. Advertisers who use it reach well-to-do farmers throughout the country and reap a harvest. Two immense editions semi-monthly. Average circulation past three months 335,350 copies each issue. Eastern edition covers Ohio and all States East. Western edition covers all States west of Ohio.

Springfield (O.) *Woman's Home Companion* (1).—For reaching the better classes in cities and towns its advertising columns are unrivaled. Average circulation past three months 313,333 copies each issue.

## OKLAHOMA.

Perry (Okla.) *Democrat* (2).—We have the oldest and most largely circulated paper in the city or county.

## OREGON.

Salem (Ore.) *Sentinel* (3).—The *Sentinel* already has a larger circulation at Salem than the *Weekly Statesman*. At Brooks, Turner, Fair Grounds, Aumsville, Howell and several other post-offices we have a circulation just about the same as the *Statesman*. In all of Marion County we have a larger "distribution" than any other Salem paper. These are facts. Of course the greater number of *Sentinels* given and sent out are sample copies, however. But our circulation is growing. Since the last paper was issued more than one hundred new names have been enrolled. They come from far and near.

## PENNSYLVANIA.

Athens (Pa.) *News* (1).—It is beyond dispute that the best medium in Sayre and Athens is the *Daily News*. Of course, one reason is that it is a daily and is read every day, but the best of it is the fact that it circulates to a greater extent than any other paper in both places. The only daily in the valley, 1,075 sworn circulation.

Carlisle (Pa.) *Sentinel* (1).—Has the largest bona fide circulation of any newspaper published in Cumberland County.

Chambersburg (Pa.) *Repository* (1).—Largest bona fide circulation in Southern Pennsylvania.

Greensburg (Pa.) *Tribune* (3).—According to the rates charged by the *Daily Tribune* the *Evening Press* is entitled to not more than forty cents an inch a month for display advertising space, instead of \$1 which it now charges, and for locals two cents a line for the first insertion and one cent a line for each additional insertion of the same, instead of five cents for first and three cents for subsequent insertions as it now charges. A comparison of circulation will prove we are right. It will also show that of every dollar spent by advertisers in the *Evening Press* at the rates they have been charging, forty cents of it was legitimately spent and sixty cents was thrown away. An advertisement inserted in issue of the *Daily Tribune* receives more publicity than in three insertions of any other Greensburg paper.

Greenville (Pa.) *Young Lutheran* (1).—In all America no other Lutheran publication has credit for so large a circulation as is accorded to the *Young Lutheran*.

## ONTARIO (CAN).

Amherstburg (Ont.) *Echo* (1).—The circulation of the *Echo* is double that of any other newspaper in the county.

## THINKS P. I. IDIOTIC.

Office of  
THE ECONOMICAL DRUG COMPANY,  
C. H. McConnell, Pres. and Mgr.  
No. 84 State Street.  
CHICAGO, March 11, 1898.

## Editor of PRINTERS' INK:

At the risk of hurting your feelings by smashing one of your idols (provided you publish this, as I have no doubt you will—you are so fair minded and honest!) I venture to attempt to controvert your pet theory of all newspaper advertising being worth no more per line per thousand circulation than charged by the *Chicago Record*.

Now I look at the matter from the standpoint of an advertiser, rather than that of a theorizing or even practical advertising agent, and I shall state facts as opposed to theories.

The *Chicago Record* is a most excellent paper with a sworn circulation of 208,589 daily for February. Its advertising rates till within a short period (I believe it has advanced lately) have been about one-half those charged by the *Tribune*, on contracts, or regularly twenty cents per line as against thirty cents in the *Tribune*. And yet I venture to say that ninety per cent of the advertising merchants of Chicago will say verbally (for few have the boldness to say it in print as I do), that the *Tribune* is twice as valuable an advertising medium as the *Record*. Yet you claim the *Tribune's* daily circulation does not exceed 65,000, or less than one-third that of the *Record*, though as a matter of fact it is generally conceded by well informed advertisers that the *Tribune's* circulation hovers around the 100,000 mark, and may even now be 25,000 greater since it declared war on Spain!

Granted that these facts are true, and I know them to be true in my own advertising experience, and have been told the same thing by dozens of other advertisers—what becomes of your beautiful theory of one-twelfth of a cent per line per 1,000 circulation. The reduction ad absurdum was reached in your last issue, when you said that a 12-line ad in a country paper was worth one cent per issue, or 52 cents a year! This is not even a polite way of saying such an ad is worthless—it's brutal. It leaves you open to the suspicion of not disinterested motives, because country newspapers of 1,000 circulation or less can not and do not advertise in PRINTERS' INK at its, in my judgment, extortionate rates. And yet the Kentuckian's claim that there was no bad whisky probably holds good as respects country advertising, though it is a stretch of credulity to believe that some of it is not d—d bad!

I have had some considerable experience in advertising within the necessarily limited financial resources of a retail drug store. I am a practical printer and newspaper man, and have recently been accused by Mr. Chas. Austin Bates in your columns of doing some good advertising. I write this from an entirely disinterested standpoint. I am not particularly enamored of the *Tribune* or its management, and I think Mr. Victor F. Lawson, of the *Record* and *New*, is a circulation building genius. But there is such a thing as quality of circulation and resultant effects, and I never could trace any city return at all from the *Record*, though I got more mail-order business from it than from any other paper—in fact, it is generally understood that two-thirds or more of the *Record's* circulation is out of town.

Take the case of the *Evening News*, Mr. Lawson's most successful paper. It has by

far the largest advertising patronage of any Chicago newspaper, circulates about 200,000 daily, and is reputed to make a profit of \$600,000 a year. The department stores advertise more heavily in the *News* than in any other paper. It is a magnificent handbill—anything less than two columns isn't noticeable in it! In my first year of \$16,000 expenditure for advertising my modest little ads of 100 lines single or double, 200 lines, or even a column in the *News* were absolutely unnoticed by its readers, so far as results could be traced. I got better results from the *Evening Post*, with only one-eighth the circulation, and yet it charges 20 cents per line, as against 30 cents by the *News*, whereas by your standard the *Post* is not justified in charging 3/4 cents per line! Possibly this lack of return from the *News* ads is from the nature of my business, although a "cut price" drug store might be supposed to appeal to the hoi polloi of the *News* rather than to the aristocracy of the *Post*.

Drop this nonsensical *Record* comparison! Lots of things in this world are beautiful in theory, but absurd in effect. Yours is worse than absurd—idiotic. Respectfully,

CHARLES H. MCCONNELL.

## IN LOVE.

I'm wildly, crazily in love—

I can not now deny it;

I'm lost in admiration of—

I can not keep it quiet—

The girl whose pictures I have seen

In papers here and there,

To advertise some seamless and

Glove-fitting underwear!

—Town Topics, N. Y.

# Booklets

## SELL GOODS

when plainly and  
convincingly written,  
artistically illustrated  
and properly printed on  
the right kind of paper.

### I attend to the whole business

—Write, illustrate and print attractive and convincing booklets, and my prices are moderate. Give me an idea of what you want and I will submit a sample booklet, together with a rough sketch of what I think will suit you; which will cost you nothing.

Wm. Johnston, 10 Spruce St., New York.

ADVERTISING BUTTER.

ABILENE, Kan., March 17, 1897.

Editor of PRINTERS' INK:

Few realize how important an article of commerce is butter. The creameries of the East and the milk stations of the West are producing more butter to-day than the farmers' wives a few years ago could make. The production is so great that last year the Secretary of Agriculture took up officially the attempt to make a market in Europe to relieve the congested markets here. Yet it is this struggle the butter that comes to the stores is not advertised in any adequate manner. At the recent meeting of the National Butter Makers' Association in Topeka, Kan., this was discussed, and the sentiment of the members was that the future ought to see an improvement in this direction. One commission man said that creameries that he represents, located on the St. Albans railroad in Vermont, make a butter that is shipped every night to the clubs of New York and Boston. For it the price of forty and fifty cents a pound is paid the year round, although ordinary creamery butter is selling at half that. Yet that butter is not advertised except as the chefs tell each other of their find. Many rich families would be glad to get gilt-edged butter if it were possible. Western creamery men are more progressive. They are pushing their wares in the East until it seems likely that they will in the end make the dealers of the East struggle to hold their trade. The only method that is used now in many cities for pushing the merits of butter is to go from hotel to hotel and argue with the chef. His customers may kick at his choice, but they can not tell him what else to buy. That is where the buyers for the large clubs and hotels have the advantage. Should any brand of butter be advertised as pure and clean, there would be many a place where it would be demanded.

The Kansas Creamery Company of Topeka, Kan., tried the experiment of advertising in the local papers. It had an inch across two columns, in which it said: "Use Primrose Butter, made in Topeka." This was run for several months, but has been discontinued. "It did not pay," says the manager. There was a good reason—it did not tell enough about the product. The firm will try it again this season, and will have a little story telling of the good qualities of the Primrose butter. The company has frequent days of exhibition when the creamery is open to visitors, and each is given a small pat of butter. It expects to buy two hundred refrigerators and place them in the stores of various firms that will agree to sell only its butter, to be used for butter only. This will be written up in the city papers, and the effort will be made to get a list of customers that will insist on having the Primrose brand. Another firm had cards printed and distributed at the hotels where its butter was used. On the cards was a statement of the method of making the butter and how it was kept pure. The effort did not succeed, because the traveling public was only transient. A large field is open for judicious advertising of this product.

C. M. H.

A FORCIBLE EXAMPLE.

Wares must be suited both to season and locality. The sale of gauze underwear, for instance, would be very limited at this time in the Kijondike region, and money spent in advertising such would be simple waste.—*San Francisco (Cal.) Cycling West.*

IN PHILADELPHIA.

PHILADELPHIA, March 14, 1898.

Editor of PRINTERS' INK:

Lit Bros. announce the entire collection of natural history, consisting of 50,000 specimens which took Prof. Schurr thirty years to collect and valued at \$100,000, on exhibition at their stores, free. Several department stores, occupying two or more floors, decorate the interior of elevators with tasty ornaments, fabrics, pictures, etc., with prices attached. Here are bits of business wisdom culled from Wanamaker's "22nd Anniversary Day" ad: "It takes stores a long time to get good growth. They can't be forced up in the greenhouse of imitation." "We can not let you find here the ancient debris of unsuccessful people mixed with fresh new things to give respectability, as though all one stock under the glamor of some kind of forced sale and supposed to be cheaper than usual." "Even the Hilton, Hughes stock of over a million was not a worthy offering to our customers." "This is not a bazar for anything that will sell at a price." "We shall serve you poorly enough with the best stocks we can select without allowing you to be choosier out of the baskets of mistakes other people have made." "It's something to have important relations with old manufacturers with whom we have grown up." "Other good stores in Philadelphia. Welcome to them all." "Sanitary, well-lighted office buildings can not be condemned because old and inconvenient houses are untenanted." "Let the people of a locality stay by and support their nearest store for all they can get out of it. Our dividend will be sufficient in what it may not pay the other stores to keep or search the wide world over to obtain." "A small worker beginning just as we began ourselves can win customers and retain them in spite of all the big stores in the world." "The store is bursting in its fullness of spring preparations." Geo. Kelly's Credit House is displaying a novel series of life scenes composed of wax figures which play the important parts, one scene each week. The first arrangement consisted of the marriage of Mr. Credit to Miss Weekly and Mr. and Miss Weekly "stood up" with them; the parlor furnishings displayed giving an idea of the goods on sale on a credit basis. The second week represents Mr. and Mrs. Credit and the "Weekly" (payment) guests seated at a well-laden table in a handsomely furnished dining-room.

F. A. PARTENHEIMER.

MR. BECKWITH'S FACILITIES.

Office of  
"THE AGE-HERALD,"  
E. W. BARRETT, Editor.  
BIRMINGHAM, Ala., March 18, 1898.

Mr. S. C. Beckwith:

I see another copy of Rowell's Newspaper Directory is out, and although we sent you the correct basis of our circulation, it did not appear that way. They have our daily rated at "exceeding 2,500," when it should be "exceeding 7,500." Please have us properly rated. If your facilities are not such as to do this, please let us know that we may communicate direct with Rowell & Co. Yours very truly,

E. W. BARRETT.

THE advertisements must convince the reader that the goods are so complete and satisfying in themselves that they are a source of inspiration for good things to be said of them.—*Michigan Tradesman.*

## IN YONKERS.

YONKERS, March 14, 1898.

*Editor of PRINTERS' INK:*

I inclose a curiosity from the Yonkers

**Who Says War?**

War seems to be great fun to some people who have never been there. I have been there, and got all I wanted of war.

I have a good deal more sympathy in me than fight, just now. When I was 20 years old I enlisted for the war, and at the same time I had a chum about my own age, who was full of fight; but he was not feeling well, and he sent a substitute. He said the smell of powder always made him weak in the legs; I believed him. Now, see what happened. At the end of four years I came home, and had to start in life again, just where I left off four years before; but my chum, who had sent a substitute, had built up a good business for himself and had married a war widow with three children. See what a start in life he had at the age of 24!

Oh, yes, war is a big thing for some people, and if we have war I will try to get a contract to furnish the army with Window Shades and Carpets. I am willing to do anything for the comfort of our soldiers. I am chuck full of sympathy. Window Shades and Carpets, all at the service of my country—if we can agree upon terms.

**WM. WELSH, 5 North Broadway, Yonkers.***Statesman.* What do you think of it?

S. J. V.

**THROWING STONES AT KATZ.**

ROCHESTER, N. Y., March 16, 1898.

*Editor of PRINTERS' INK:*

In your issue of the 16th inst. I see that you publish a signed statement from the Eastern agent of the *Portland Morning Tribune* to the effect that 9,600 papers is the regular daily output of that publication.

I write to inform you that I think that Mr. Katz has been misinformed, or else is imposing upon you.

I have just recently returned from Portland, and can state positively that the statement is false. In fact, I very much doubt if the *Morning Tribune* has that many hundred bona fide subscribers.

You may use this statement as you see fit.

Respectfully yours,

HAROLD W. PHILLIPS.

**AT THE HUB.**

BOSTON, March 25, 1898.

*Editor of PRINTERS' INK:*

The Prudential Insurance Company is distributing a book, bound in white and blue, giving good views of the ships of our navy, stating their size, class, armament, commander, complement and where and when they were launched.

FAX.

**ROSE TO THE OCCASION.**

*Hardware* tells of a man named Rose who owed a bill for a long time and who was deaf to all appeals until the following was sent:

"Oh, William Rose—oh, fragrant rose—  
Yourself it is who surely knows  
Unsettled bills are bad.  
They soil our books, they spoil our looks,  
And make the heart grow sad.  
So, William Rose, feel in your clothes,  
And find twelve dollars there;  
The goods were sold in days of old,  
Before we had white hair."

**ILLUSTRATED TESTIMONIALS.**

The manager of a patent medicine concern in South Bend, Ind., wants to know what I think of the use of illustrations in connection with testimonials and what I think of testimonials in connection with illustrations. I believe testimonials are good in certain cases, particularly in patent medicine advertisements. I can almost hear some of my readers say: "Fudge! Nonsense! I never read a medicine testimonial." True, but if you had rheumatism so badly that your joints were swollen and every movement caused excruciating pain, about the first thing you would read in any periodical you happened to pick up would be the advertisement of a remedy for curing that ailment. If there were genuine testimonials there you would read them from beginning to end, filled with the hope that it might be true. If you should keep right on seeing testimonials from different people telling the merits of this same article day after day you would be likely to be convinced of its value, as no amount of general talk could do. If the testimonials were accompanied by portraits so much the better, especially if the likenesses show the person to be bright and intelligent.—*Ad Sense.*

**ADVERTISING INCONGRUITIES.**

A Newark advertiser has the cut of a beautiful woman and under it the following sentence: "Perfect beauty is the result of perfect skin the result of — Toilet Powder. Delightful after shaving." Does the advertiser wish to infer that this beautiful lady was once a bearded woman in a dime museum?

A certain bicycle firm advertises to sell a wheel that will never need repairing, yet they wish you to remember that they give a first-class repair kit with every wheel.

A certain baking powder firm has the cut of a neatly dressed young lady pointing with her outstretched tapering finger to the open door of a red-hot stove in which may be seen a fine looking cake. The window to the right is open. How many country editors' wives would open a stove door so a draft of air would strike a cake in process of baking?—*Michigan Bulletin.*

**IN THE FIRST PLACE.**

Build on catching the eye first, for unless you do that you will get few to read your ads.

**ADVERTISING TERM ILLUSTRATED.****"A FLAT RATE."**

# McGibbon & Co.

## Upholstery and Lace Curtain Attractions.

During the past week have received a great many novelties, and as they are suited to "Town" and "Out-of-Town" houses—the unexpensive and handsome character of each will commend them to the "good taste" purchaser. These are part of our Easter Display.

**Broadway and Nineteenth Street.**

The Commercial Advertiser.

25 PARK ROW, NEW YORK.

PUBLISHERS OFFICE

NEW YORK, March 15, 1898

The George F. Rowell Advertising Co.,

10 Spruce St., City.

Gentlemen:-

Some time ago we purchased Livermore italic for use in the advertisements of the Siegel-Cooper Co. I did not anticipate another advertiser using this italic and I gave instructions in the composing-room that it was to be used for the Siegel-Cooper Co's advertisements alone. I have in the past eight years taken the same position in regard to several other advertisers, and day before yesterday I declined to use the Livermore italic in the advertisement of Best & Co. Until I have had an opportunity to canvass the matter thoroughly I should prefer not to use the Livermore italic in other advertisements.

Yours truly,

*J. F. Seymour*  
Publisher

## MR. MORRISON'S VIEWS.

THE ADVERTISING MANAGER OF SCOTT & BOWNE GIVES EXPRESSION TO SOME OPINIONS ON ADVERTISING SUBJECTS.

Mr. A. Cressy Morrison, advertising manager for Messrs. Scott & Bowne, of Scott's Emulsion, is one of the most accessible and amiable of men. He occupies a position of great responsibility. Mr. Morrison, it may be premised, is highly regarded by the advertising community. Although he has been associated with Scott & Bowne only a few months, the force of his positive personality is already being felt.

Mr. Morrison does not come to New York a stranger. The prestige which he deservedly earned as the advertising manager of the Pabst Brewing Company, of Milwaukee, has made his name a household one in advertising circles, for that work, it is not too much to claim, is known the wide world over. As one of the strong factors in the success of the largest brewery in the world, it would follow that his views are of general interest.

A representative of PRINTERS' INK called upon Mr. Morrison recently, and found him pleasantly ensconced in his office, on the second floor of the Scott & Bowne Building, corner of Rose and New Chambers street.

He was asked: "Would you mind stating what line of advertising you propose to pursue?"

"It would be impossible to do that. In fact, as far as I can say, it is my intention to follow the excellent methods of my predecessor, which have proven so successful, and try to advance as new principles seem to be required. But let me avoid the strictly personal. I should prefer you to ask about a phase of advertising which you will agree is of great importance, but which I have never seen commented

upon anywhere—not even in the Little Schoolmaster."

"That is strange. I had thought that we had presented the subject from every possible point of view."

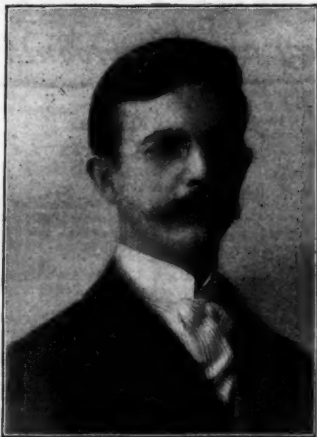
"The general advertiser is seeking the average human being. A few seek this entity consciously, others unconsciously. Who and what is this much-sought individual? Who shall say? Masculine or feminine? The average is a mixture of childhood, youth, young manhood, womanhood, middle age, old age and senility; the embodiment of intelligence and ignorance, credulity and skepticism, experience and inexperience, harmony and discord. Who can resolve these elements into the

average individual? Some shoot over him and others drive their arrows hopelessly into the ground. Who among us aims straight at the target?

"Has the Little Schoolmaster ever sought from its constituency of intelligent readers an expression of opinion as to the mental make-up of the average individual? Would it not be a very interesting thing if the Little Schoolmaster should seek him out and introduce him to us, or her to us? I am optimistic enough

to believe that the average individual is honest, upright, good, intelligent and a steady buyer. We all have something to sell and would like to pay our respects to this person. If we once really know him, we will know how to advertise to interest him.

"Does the solicitor who brings me a high-class religious medium, at a high price, know whether his medium and his people are better for Scott's Emulsion than those of his rival, who presents a medium representing another denomination which claims equal faith, equal intelligence, but makes no social pretensions? The price of the first may be twice the price of the latter, yet the latter may circulate among peo-



A. CRESSY MORRISON.

ple who are nearer to the average intelligence, which we are all seeking, and for which we write our copy, than the more pretentious medium.

"The solicitor, I think, seldom goes into the fundamentals of advertising sufficiently to answer this apparently simple question with the accuracy and intelligence which would carry conviction. I feel that solicitors for various mediums should so equip themselves with an intelligent grasp of the great principles which underlie advertising, as to be able to present a reason why their class of medium should be used, aside from the merely superficial statement that they have circulation, space, prestige and a rate."

"What do you mean when you say that the solicitor should study fundamentals in advertising?"

"I mean that he should go into the subject sufficiently to be able to demonstrate clearly to the advertiser whom he approaches the utility of the class of medium to which his publication belongs. He should, if he represents a class medium, be able to give an intelligent resume of its constituency, the character of literature which seems best to please that constituency, and an estimate of the purchasing power, mental make-up and general standing of that constituency."

"Can you illustrate your meaning?"

"The religious journals are class mediums. I think that the readers of a Catholic publication would be somewhat more credulous than those who found intellectual satisfaction in Unitarianism. Probably the Methodists would be a little more easily influenced through the emotions than the Presbyterians. It might be argued that the Unitarian, with his wit attuned by argument and open to conviction, might more quickly decide in favor of your article, provided you presented the subject well, than a somewhat slower or perhaps more orthodox denomination; and against this might be put the argument that orthodoxy, once convinced, will hold to conviction longer. These, from a cursory glance at the denominations, would seem to be some of the indications which point to underlying principles which it should be the business of the solicitor to discover and intelligently present. He should become acquainted with the average individual of the particular class among which his medium circulates.

"I should like to see all those who

are as deeply interested in advertising, and as proud of the intellectual possibilities which it presents as I am, delve more deeply into its intricacies, and if possible develop from their discoveries the principles which will ultimately form the basis for a just claim that advertising is a science."

J. W. SCHWARTZ.

## OUR POST-OFFICE.

Every New York newspaper has recently given space to chronicle a momentous postal decision as follows:

The post-office department at Washington has notified Postmaster Van Cott of the revocation of the rule excluding from the address on a postal card words indicating the business or occupation of the addressee. This action by the department has resulted from the receipt of hundreds of protests from large mercantile concerns which had purchased postal cards in lots ranging from 1,000 to 10,000, upon the back of which they had printed blanks to be used by customers in ordering goods, the face of the cards bearing the name of the firm, the nature of the business and its location. Such cards under the rule just rescinded were declared unavailable.

What a great thing it would be if the post-office department would restrain itself from making such idiotic rules. In a town where two John Smiths reside a postal card intended for John Smith, tailor, and another one for John Smith, shoemaker, must forsooth each be addressed simply John Smith, with an even chance of going to the wrong John Smith. The business or occupation of a man is as much a portion of a correct address as the title Rev. or Dr. or Hon. It is amusing what a number of absurd rules our postal authorities can make in the course of a year, and when they discover what asses they have been, instead of undoing the thing quietly they call public attention to it as proudly as a hen cackles when she has laid an egg.

## TRUE ENOUGH.

Some one has said that the regularly appearing ads of old established houses will be read and bring results, it makes no difference how bad looking the ad may be. So far so good. An old decrepit building bearing the sign of some ancient house may still draw the old customers who are yet alive. Such a place needs no modern ideas in fixtures or advertising. But how about the new people constantly coming to town or getting married or beginning life; do they seek the old fellow? If you don't get a new customer every now and then you'll dry up. The world changes just as surely as it revolves and we must all change with it or fall off. Those who advertise attractively stand a far better chance of getting the new people than those whose ads are unattractive. They may also catch a customer occasionally from the fellow who doesn't.—*Ad Book.*

## Classified Advertisements.

*Advertisements under this head, two lines or more without display, 25 cents a line. Must be handed in one week in advance.*

### WANTS.

**25 CTR.** a line for 50,000 proven. **WOMAN'S WORK**, Athens, Ga.

**WANTED**—Weekly paper and job office. **W. EVANS**, 223 W. Main St., Jackson, Mich.

**PERFECT** half-tone cuts, 1 col., \$1; larger, 10c. per in. **ABC ENGRAVING CO.**, Youngstown, Ohio.

**WRITE** for special plan to produce 16 pp. Sat. and Sun. papers at lowest cost. **BERGREEN**, care Printers' Ink.

**WANTED**—To buy the city circulation of a first-class daily newspaper. Address "EXPERIENCE," care Printers' Ink.

**I PAINT** metal roofs. Work guaranteed for 10 years. **HARVEY ENGLISH**, Albany, Ga. English paint stops leaks; Yes It Do.

**MAIL** order men, write for our proposition; clean goose; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

**\$22,000** EARNED by one agent with free territory in 3 years. Several earn \$1,000 yearly. P. O. 1371, New York.

**WANTED**—The address of some concern which produces "Penny Royal Bready Fritola." Send samples and prices to Box 304, Savannah, Ga.

**I WANT** to represent another Eastern publication in this territory. Can send in good business. Best references. **C. R. DARLING**, 79 Dearborn St., Chicago.

**A COMPETENT** man and college graduate, who has had experience on the daily and trade press, desires an editorial position. Address "A," care Printers' Ink.

**WANTED**—At once, fifty to one hundred thousand illustrated subscription books, in parts; any title. Must be bottom figure. **T. S. HOLBROOK DEPT.**, Frank Kiernan & Co., 181 Broadway, N. Y.

**WANTED**—Advertisers to know that we have a larger circulation than any newspaper published in the Valley of Virginia. Advertising rates furnished on application. Address **THE WINCHESTER PRESS**, Winchester, Va.

**RHINESTONES WANTED**—The advertiser has uses for Rhinestones. Will buy, in quantities, from those who will sell best quality at lowest price. Address, with particulars, price, etc., "RHINESTONES," Box 704, New York City.

**ALASKA-KLONDIKE INFORMATION.** What do you want to know? Send \$1 with inquiry. Reliable information. Manager just returned from gold region. Alaska-Klonlike Information Bureau. **H. E. REED**, Mgr., Portland, Ore.

**DRAWINGS FROM PARIS**—A lady in Paris, competent and experienced, desires an engagement to furnish drawings illustrating Paris fashions, and offers her services to some American newspaper. She visits the celebrated dress-makers and sends drawings of latest creations. Can serve one journal or two. Compensation to be fixed by agreement, after submitting specimens. Address "A. M. T.," care of Printers' Ink.

**WE WANT HIGH-GRADE ADVERTISEMENTS: CAN WE GET YOURS? 50,000 GUARANTEED CIRCULATION.**

Rates, 25 cents per agate line, each insertion. All ads next to reading matter.

\$ 1.00 buys 4 lines	\$ 14.00 buys 4 inches
1.25 " 6 lines	17.50 " 5 inches
1.50 " 8 lines	21.00 " 6 inches
1.75 " 10 lines	24.50 " half col.
2.00 " 12 lines	28.00 " one col.
2.50 " 15 lines	35.00 " half page
3.00 " 18 lines	42.00 " 1 page

Only first-class matter accepted. Parties with good commercial rating must send cash with order. Cuts must not be over 23-16 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in **WOMAN'S WORK**, Athens, Ga.

**WE** will pay \$25 for the best catch-line submitted for our White Label Soups. The idea to be brought out prominently is, that while these soups are of full strength and body, yet the flavor is exquisite. **ARMOUR PACKING CO.**, Kansas City, Mo.

### MAILING MACHINES.

**THE** Matchless Mailer; nothing like it. By **REV. ALEXANDER DICK**, Meridian, N. Y.

### BARGAINS.

**CUTS** of any subject by every process. **CHICAGO PHOTO-ENGRAVING CO.**, 79-81 Fifth Ave., Chicago.

### BOOKS.

**FAST SELLING** and profitable books for mail order dealers. Write. **P. O. KULLMAN & CO.**, 219 E. 96th St., New York.

### ILLUSTRATORS AND ILLUSTRATIONS.

**CUTS**—We tell you how to make them for \$1. No camera, no tools, no experience required. Particulars for stamp. **C. D. LOVE**, Cohocton, O.

### LISTS OF NAMES.

**LISTS** of leading names in any trade in any country. Minimum fee \$1, with order. Com'l Intelligence Dept., **ASSOCIATED TRADE AND INDUSTRIAL PRESS**, Wash., D. C. 19th year. (1)

### PRINTERS.

**CUTS** of every kind for every purpose. **CHICAGO PHOTO-ENGRAVING CO.**, 79-81 Fifth Ave., Chicago.

**DEPARTMENT** of Profitable Publicity of the **W. B. Conkey Co.**, E. A. WHEATLEY, Director, 341-351 Dearborn St., Chicago.

### JOB PRINTING SPECIALTIES.

**MAKE** your ads attractive with the right kind of cuts. Will help you. **CHICAGO PHOTO-ENGRAVING CO.**, 79-81 Fifth Ave., Chicago.

**A NEWSPAPER** wanted (one only) in every town in the U. S. to advertise and sell in its job printing department the "Ledgerette Bill File," pat. A device that sells at night to almost every business and professional man. Each sale establishes a permanent customer for printed billheads. Profit 100 per cent. **WM. R. ADAMS**, manufacturer, Topeka, Kansas.

### MISCELLANEOUS.

**SEND** your name on a small postal for a sample of my *Large Postal* for advertisers. Largest and strongest on the market and only \$2.75 per 1,000. **WM. JOHNSTON**, 10 Spruce St., New York.

**DR. BROWN'S Hair Food** produces a new growth and restores gray hair to its natural color. Month's trial 50c.; used by Dr. Brown with great success.

**DR. BROWN'S Pile Cure** gives relief in a few minutes and one 50-cent box cures the worst case; always have it in the house. Indorsed by physicians who use it.

**DR. BROWN'S Catarrh, Hay Fever, Asthma** and cold-in-the-head cure, 50-cent box. All sent postpaid. Address **BROWN MEDICAL CO.**, Youngstown, O.

### ADVERTISING NOVELTIES.

**WE** want to hear from people who want cuts. **CHICAGO PHOTO-ENGRAVING CO.**, 79-81 Fifth Ave., Chicago.

**WAR SHIP** pictures and cards lithographed in fine colors. Newest cruisers and battleships, including *Maine*. **LEWIS SAXBY**, 109 Gerken Building, N. Y. City.

**A D NOVELTIES**—Some ideas that make 'em up. For samples, etc., address, on your own printed letter-head, **CHICAGO ENVELOPE CLASP CO.**, Buchanan, Mich.

**FOR** the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

SUPPLIES.

VAN BIBBER'S  
Printers' Rollers.

IF you use cuts, let us show you samples and prices. CHICAGO PHOTO-ENGRAVING CO., 79-81 Fifth Ave., Chicago.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Ltd., 10 Spruce St., New York. Special prices to cash buyers.

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

AMERICAN HOMES, Knoxville Tenn., 1 yr. \$1, including 40-word ad.

HARDWARE DEALERS' MAGAZINE. Copy free. 271 Broadway, New York.

A. O. U. W. RECORD, Denver, Col., over 10,000 proved circulation. Write for terms.

THE FLUSHING JOURNAL is the leading daily and weekly of the Borough of Queens.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 5,000.

ADVERTISERS' GUIDE, New Market, N. J. 7c. line. Circ'n 3,500. Close 34th. Sample free.

WHEELING NEWS is credited with a greater circulation than any other West Va. daily.

REPUBLIC-JOURNAL, Littleton, N. H. 2,800 circulation. Linotype composition. Send for rates.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

INDORSED introduction to over 240,000 religious homes. How to Write to THE RELIGIOUS PRESS ASSOCIATION, Philadelphia, Pa.

TO REACH Oregon, Washington and Idaho progressive farmers; the WESTFOOT PLASTER, Portland, Ore., 5,000 copies monthly guaranteed. Write for rates.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,386. A good country paper at a great trade center.

ALBANY TIMES-UNION is the best advertising medium in the capital city because it has a larger paid circulation than all the other dailies combined. JOHN H. FARRELL, editor and proprietor.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. BOWELL ADVERTISING CO., 10 Spruce St., N. Y.

300,000 COPIES guaranteed circulation of the celebrated Lippman's Almanac and Memorandum Book. Half page in both, \$150. This is the best advertising you can get, as it goes direct into families. Only a limited amount of advertising taken, as we use the two books to advertise our P. P. P. and they have made our P. P. P. a big seller in Georgia, Florida, Alabama and South Carolina. LIPPMAN BROS., Lippman's Block, Savannah, Ga.

THE NEW YORK MUSICAL ECHO is the prettiest musical publication in the world. Thirty-six full size sheet music pages of the prettiest vocal and instrumental music of the day. It also contains eight portraits of pretty actresses and musical celebrities. Send ten cents and get all postage paid, or send twenty cents and get seventy-two pages and sixteen portraits.

The New York MUSICAL ECHO is the best advertising medium for the money. It has a guaranteed monthly circulation of 15,000 copies.

Address: Southern Branch New York Musical Echo Co., 162, 166 and 186 Congress St., Savannah, Ga.

NEWSPAPER METALS.

A HALF MILLION COPIES of Mr. Lawson's papers - the News and Record, Chicago - printed daily from Blotchford Metals - a severe test. "Have used your Stereotype Metal continuously for several years past, and your Linotype Metal almost continuously since we have used the linotype machines. Both of these metals are giving us entire satisfaction. Victor F. Lawson." Write E. W. BLATCHFORD & CO., Chicago.

FOR SALE.

BUYS 4 lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

FOR SALE - Class journal. Old established. Nets \$5,000 yearly. "CLASS," Printers' Ink.

JOB PRINTING OFFICE in a prosperous Connecticut city for sale; long established and making money. Address P. O. Box 788, N. Y. City.

FOR SALE - 36 pounds 5 point Bradford Old Style; never used. With or without discounter accents. Twenty cents per pound. THE BURROWS BROTHERS CO., Cleveland, Ohio.

BARGAIN - Profitable New Jersey newspaper, with complete printing plant and stationery store. Established 10 years. Cheap to quick cash buyer - \$1,500. "OPPORTUNITY," Printers' Ink.

ADVERTISEMENT CONSTRUCTORS.

JONES.

DIXEY, 100 Nassau St.

"ASK LEWIS ABOUT IT."

JONES, 101 World Bldg., N. Y.

LEWIS makes medical ads pay.

JONES, see advertisement following.

LEWIS' address is PENN MUTUAL BLD., Phila.

CLARENCE F. CHATFIELD, 179 Front St., Oswego, Tioga Co., N. Y.

CHARLES J. ZINGG, Farmington, Maine. Writing and printing for advertisers.

GLAM & SHAUGHNESSY, Advertisers, 633 & 634 Temple Court, New York. Write.

F. A. PARTENHEIMER, Metropolitan Ideas Localized, Record Bldg., Philadelphia, Pa.

E. A. WHEATLEY, effective advertising, 241 Dearborn St., Chicago. New York office, 114 Fifth Ave.

IF you're ready to pay for effective originality - no bargains - write THE WHITMAN CO., 37 Nassau St., New York.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

ADVERTISING and Pictorial Window Posters for druggists. Best and cheapest advertising. BURNS, the Druggist, Bernardsville, N. J.

NOTICE - No matter who does your writing, get my prices on your printing. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y.

SEND your name on a small postal for a copy of my large postal. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

WILL criticize or re-write your ad - separates the chaff from the wheat - for \$1. Fee refunded if dissatisfied. REPARATOR CO., Sheldon, Iowa.

ADS and BOOKLETS written, outline cuts in stock, original photographs from life for advertisers. Write R. L. CURLIAN, 156 Nassau St., New York.

TEN cents, silver or stamps, will bring samples of booklets, plain, effective, mercantile printing and estimates. C. J. ZINGG, Farmington, Maine.

AD MAN - 15 years' experience; 5 newspapers, 10 general mercantile. At top in city of 200,000; making \$3,000 a year; wants wider field. Address "LIVE MAN," care Printers' Ink.



# Large Advertisers.

I want the business of one or two more large general advertisers. I want to help in planning—to write, illustrate, print, place and manage their advertising.

I do more than an "advertising agent"—I am more than an advertisement writer.

I do such work on the only satisfactory plan ever devised.

I wish to hear *confidentially* from large advertisers who are not entirely happy under their present advertising arrangements.

I have a distinct, clean-cut, money-saving, money-making proposition for them.

There is no business under the shining sun that will not be made better by the proper employment of my knowledge, experience and ability in advertising.

That is either inexcusable egotism—or the truth.

It will pay you to find out which it is.

**Charles Austin Bates,**

Vanderbilt Building, New York.

“There’s one thing I like about my car signs on the BROOKLYN ‘L,’” said a prominent advertiser to a man who was discussing the subject of car advertising with him. “I get a display there that simply can’t be beat. It’s 16 inches high and 4 feet long.” “Four feet long?” replied the man he was arguing with, “I never heard of a car sign four feet long,” and he looked as though he didn’t quite believe it. “Yes, four feet long; you see, it’s a double space, single spaces are 16 x 24. I believe in double spaces; you get a fine size and a big display, chance to tell something and show your goods. That size space makes a corking good sign.” “I should think it would,” said the other man; “what’s the regular size of a car card?” “11 x 21 inches; a double would be

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*If you want to learn more about*  
**GEO. KISSAM & CO.,**

1 IX42, so you see the BROOKLYN 'L' beats them all in liberality to advertisers." "Pretty good representation of advertisers too, isn't there?"

"Best in the country, and the designs for the cards are up to date and past it, I think. Seen the new Ripans sign of a woman's head?" he asked. "Yes, that's a good sign, a dandy; it's what I call mighty clever advertising. That Gibbs & Williams double card, 'Two heads are better than one,' is another awfully strong card. It's a new scheme and a good one. I can not help noticing it."

"Does the advertising pay you?" asked his friend. "Pay me? Well! I guess yes; what do you suppose I continue in it year after year for if it doesn't pay? I'm not paying Kissam for fun. You bet it pays."

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*Brooklyn "L" Advertising, write to*

**253 BROADWAY, N.Y.**

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445,438 — AGATE

# THE MAIL AND

printed in the months of January  
year, 445,438 agate lines of  
an increase of 104,006 agate  
months of 1897, or a gain of  
The next paper on the list printed  
less than THE MAIL AND EXPRESS  
*dred and fifty-two newspaper columns*

Advertising in THE MAIL AND EXPRESS  
results--no driftwood. Even

RATES ON APPLICATION AT THE

203 Broadway, and 164, 166, 168

OR THROUGH ANY REPUTABLE

# TE LINES ➡ 445,438 AND EXPRESS

of January and February, this  
es of paid advertising, being  
agate lines over the same two  
ain of more than 30 per cent.  
list printed 44,212 agate lines  
EXPRESS, more than *one hun-*  
*columns.*

MAIL AND EXPRESS produces  
Every reader is a purchaser.

IN ALL THE PUBLICATION OFFICES:

6, 168 Fulton Street, New York,

UTABLE ADVERTISING AGENCY.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1st, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 35 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.

PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCH STREET.  
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, MARCH 30, 1898.

WHAT appear to be the highest rates are usually found to be the lowest when the circulation offered for the money is taken into consideration.

THE first requisite for successful advertising is to have something that people can be induced to buy. Articles which appeal to the masses have the greatest chances of success.

MR. S. C. BECKWITH assures PRINTERS' INK that ever since the Birmingham (Ala.) *Age-Herald* fell into the hands of the present proprietors its average issue has exceeded 7,500 copies per day, and for the four months ending January 1, 1898, has exceeded 8,500 copies per day.

ADVERTISING that is most favorably talked about is not necessarily profitable advertising. Admiration is often the only thing an ad draws, and there are thousands of people who regularly read certain advertisements and yet never purchase the goods advertised.

Paragraphs like these, which appear frequently in the journals devoted to advertising, suggest the query: "Well, what about it?"

SEVERAL New York City dailies have combined and agreed among themselves not to allow McGibbon & Co. to use what they call the Siegel-Cooper Co. type in their columns. The *Mail and Express*, *Commercial Advertiser* and the *Tribune* are in the queer combination. The *Post*, *Times* and the *Sun* are exceptions.

ADVERTISING doesn't make successes. It hastens them in the case of goods that have real merit, and it mars them just as quickly when the article advertised has not any good points to recommend it.

PRINTERS' INK had an interesting experience the other day while conversing with a small uptown druggist about prices and cut prices. The druggist said: "I buy some of my goods at the department stores. I recently sent one of my girls to Siegel, Cooper & Co. with a list of articles. It took her half a day to fill the order, but I saved \$2.08."

WHICH is the best Albany daily? was the question propounded to the newsdealer at the Hotel Kenmore last week by one of PRINTERS' INK's reporters, and the answer came with unexpected promptness: The *Argus*. Mentioning this later to a clergyman of Republican proclivities, he said: Well, I think the *Argus* is a good paper. Whereupon the clergyman's wife spoke up, saying: I have noticed the *Argus* several times recently, and I think it a particularly good paper.

NELSON M. SHEFFIELD, special agent in New York City for the Syracuse (N. Y.) *Herald*, says that if he has influence with any of his papers he will always advise that it decline to insert any advertisement of Ripans Tabules, because whenever those advertisements are seen in a paper other advertisers jump at the conclusion that they have been accepted at one seventeenth of a cent per line for each thousand circulation (Chicago *Record's* rate), and never after that will the paper be able to get its regular rates of from two to twenty times as much.

THERE are published in Lincoln, Neb., three German papers, the *Freie Presse*, weekly; the *Deutscher Amerikanischer Farmer*, every other week, and *Der Hausfreund*, every other week. The three practically reach the same people, and have a total issue of more than 190,000 copies, which is equivalent, however, in the usual way of stating circulation, to an issue of only 64,000, because by the scheme adopted by the publishers, practically every subscriber for one paper receives the other two. It may be said that the two last named are practically semi-monthly supplements to the *Freie Presse*.

THE GREATEST DAILY SALE.

HAMILTON, MONT., March 17, 1898.

Editor of PRINTERS' INK:

The *Anaconda Standard* referred me to you to answer the questions which I herein inclose. Please answer at your earliest convenience. Yours very respectfully,

W. J. VROOMAN,  
P. O. Box 303. Hamilton, Montana.

REFERRED TO "PRINTERS' INK."

To the Editor of the "Standard":

To decide a bet, will you please answer the following questions through the columns of the *Daily Standard*? First, what newspaper has the largest daily circulation in the world? Second, is there a newspaper published in Paris that has a larger daily circulation than the London *Times*? Third, what is the circulation (daily) of the leading New York and Chicago newspapers? Yours, respectfully, Constant Reader, Hamilton, Mont.

The publication, PRINTERS' INK, New York, will give accurately the desired information.

Answering the above, the paper having the largest daily circulation in the world is the *Petit Journal*, published in Paris. It probably circulates fully ten times as many copies as the London *Times*. The circulation of the London *Times* is not specially large. Probably the New York *Journal*, either morning or evening, prints four times as many copies daily as the London *Times*, or in the neighborhood of eight times as many, if the morning and evening editions are combined. The circulation of the Chicago *News* and of the Chicago *Record* is over 200,000 copies daily for each, or 400,000 for both, and they are the only dailies published in New York or Chicago claiming very large issues about the circulation of which any human being has ever been able to get a definite statement covering a full year. Victor F. Lawson, the proprietor of the Chicago *News* and the Chicago *Record*, has set a noble example to the newspaper men of America and of the world. For twenty years, or thereabouts, he has let everybody know what his circulation has been from day to day, and during the whole time no man has ever doubted the accuracy of a single statement which has appeared over Mr. Lawson's signature. There are many persons who believe that the actual sales of Mr. Lawson's morning and evening papers are to-day greater than the actual sales of either the New York *World* or the New York *Journal*. Mr. Lawson's sales are a known quantity. Those of the other papers named may be read on bulletin boards, but there is a hesitation about setting them down

on smaller pieces of paper with the added formality of a signature and a date.

A WAR ISSUE.

"THE PHILADELPHIA INQUIRER."  
James Elverson, Pres.  
Paid Circulation Yesterday—171,748.  
PHILADELPHIA, March 18, 1898.

Publishers PRINTERS' INK:

In your issue of March 16, 1898, we notice on page ten an article headed "Confidential Information." In this article you refer to the *Inquirer* in the following manner:

Among the Philadelphia dailies the *Inquirer* can safely be given the second place both in point of circulation and in value as an advertising medium. It is a one-cent daily, and its circulation has been reported to have reached as high as 120,998 in 1896. Its publishers, however, have made no report since then, for the probable reason that a circulation statement concerning the present would not show as high an average. The *Inquirer's* prevailing rate for general advertising is 25 cents per agate line, with a graduated discount of from 5 to 20 per cent for time.

Our circulation statement is printed on the editorial page of the *Inquirer* every day and is sworn to, besides the additional evidence of our circulation being guaranteed by a company bonded at fifty thousand dollars (\$50,000.00). Your statement is entirely false, and it is done evidently with an intent to injure the *Inquirer*. The *Inquirer* furnished you last year, both direct from this office and through our New York representative, Mr. C. J. Billson, a detailed statement of the *Inquirer's* circulation for the year.

We require that you print in a conspicuous place in your next edition exactly what the *Inquirer's* circulation is, and that you retract the false statement contained in the issue of March 16, that its circulation had reached as high as 120,998 in 1896, and that its present circulation was possibly not as great, as no statement of its circulation had been received by you since that time.

Unless this is done we shall place this matter in the hands of our New York lawyers and will sue you for damages. Yours very truly,

JAMES ELVERSON, Jr.,  
Gen'l Mgr. The Phila. Inquirer Co.

The editor of the American Newspaper Directory says that so far as he can see there is no discrepancy between the information published about the *Inquirer* under "Confidential Information" and that contained in the above letter. It is true, he says, that last year (i. e., 1897) the *Inquirer* did furnish information concerning its circulation in 1896, as set forth in the confidential information, and it is not asserted that the *Inquirer*, through Mr. Billson or by direct communication, furnished the editor of the Directory with any information about its circulation during the year 1897. The reason for the omission may not have been correctly differentiated in the confidential information paragraph. Any error that he detects is always cheerfully corrected by the Little Schoolmaster.

## ASTOUNDING AN ADVERTISER.

"I have some odd experiences with advertisers," said E. G. Spaulding, the manager of the New York office of the *Ladies' Home Journal*, the other day. "Last week I received a note from a business man downtown asking me to come and see him about some advertising he wished to place with the *Journal*. He had clipped a double-column, four-inch ad from the *Journal*, and wanted one similar to it inserted in six issues. I told him we should be glad to write the ad and insert it at our regular rates.

"Write me out an ad," he said, starting to leave. "Come in again and I will give you the order." He spoke with a Scotch accent.

"No need of waiting," I said; "I can take the order now."

"What will six insertions cost me?" he asked, reaching for his check book. He dipped a pen and waited for me to make the calculation.

"Four inches, double column," I said, "that's 110 lines; \$550 for one insertion, \$3,300 for six."

"Hoot mon," he exclaimed, throwing up his hands and falling back in his chair. "Thirty-three hundred dollars!"

"He thought those six insertions would cost him about \$25; but he was a sensible man, and when I left his office I had his order for sixty lines of advertising at \$5 a line.

"A few days ago I received a copy of a small ad for insertion in the *Journal*. It would have made five lines—\$25 for one insertion. With the ad were sent twelve two-cent stamps and a penny to pay for it. A case similar to this is reported from our Philadelphia office. A one-line ad was received with a two-cent stamp inclosed for payment.

"Not infrequently I received inquiries from business men with weak commercial ratings as to the cost of a page or half-page ad in the *Journal* for six months or a year. My answer that a page for a year brings \$48,000, and fractional pages for shorter or longer periods *pro rata*, generally abruptly ends the correspondence."

The last page of the *Ladies' Home Journal* can be had for a year for \$48,000, *i. e.*, \$4,000 an issue for twelve issues. It is said that the last page of *Munsey's Magazine* is salable at \$24,000, twelve issues at \$2,000. The size of the *Ladies' Home Journal* page is something more than four times that of *Munsey's*. The price charged is double. The circulation of the *Ladies' Home Journal* is supposed to be about fifty per cent more than that of *Munsey's*. Everybody knows exactly what the circulation of the *Ladies' Home Journal* is, but nobody knows so much about *Munsey's*; although everybody is confident that he prints a good many.

PRINTERS' INK is prepared to go on record as expressing the opinion that the *Ladies' Home Journal* is to-day the cheapest and best advertising medium in the United States that is published

monthly: and—offhand, without much consideration and perhaps with the expectation of early revising the decision—the Little Schoolmaster is inclined to accord *McClure's Magazine* the second place. The publishers of both are honest, straightforward and open, which is something new and rare in the magazine-publishing business, so far as circulation matters are concerned.

## A BENIGHTED KNIGHT.

The Greenfield Times  
GREENFIELD, TENN. 3/12/98

*Question: To reduce size of P.D., say less about yourself.*

Yours truly  
W. B. KNIGHT Editor and Publisher.

In an address delivered before the Ohio Editorial Association in January, 1897, the publisher of PRINTERS' INK expressed his views as follows:

It may not be good taste to puff yourself in your own paper, but it is good business. No one knows so much about your paper as you do, so no one is so competent to tell of it. Whatever you *believe* to the advantage of your paper, others will believe when you tell it, but may never know the interesting fact unless you do tell it. But you should refrain from telling what you don't yourself believe. If an enthusiastic subscriber writes that yours is the greatest and best paper on earth, you may print the communication, but if you think he overstates the case you will be wise to print without comment. I have always noticed in the case of my own paper, PRINTERS' INK, that we get most business when we blow our horn loudest.

The newspaper man who makes a practice of saying nice things in his paper about his paper will lose no opportunity for having some nice thing to say. Thus he will strive to improve his paper and add valuable features. Mr. Knight of the Greenfield, Tenn., *Times* prints a J K L paper. Let him begin next week to puff himself and in a month he will be ashamed of printing such a poor paper, in another month his paper will begin to take on new and excellent features, and if in a year his enterprise has not secured for him a thousand readers he will at least get his courage up high enough to insist that he prints eleven hundred, and be as anxious to make an affidavit as the attorney in the old play was to induce somebody to kick him.—[ED. P. I.]

AN inappropriate medium is dear, no matter what price you pay for it.

## CONFIDENTIAL INFORMATION.

THE CHARACTER AND CIRCULATION OF  
NEWSPAPERS.

Members of the American Newspaper Directory Confidential Information Bureau have the privilege of applying to the publishers of the American Newspaper Directory at pleasure for a confidential report concerning the circulation or character of any newspaper credited by the Directory with a circulation rating greater than 1,000 copies per issue. The following are examples of the sort of reports furnished:

## DAYTON, OHIO.

## MORNING JOURNAL.

The *Journal* is the oldest of the Dayton dailies, and at the present time the only morning paper in the city. The Cincinnati morning papers cover the Dayton morning field so thoroughly that there can not be much chance for an extensive circulation for a local morning daily. It can be said for the *Journal*, however, that it has a limited class of readers who take it as their home paper, even if they do also buy a Cincinnati paper that is brought to their doors in time for the breakfast table. The publishers of the *Journal* have never made statement of actual circulation. The only time they are known to have made a claim was in 1894, intimating 3,000 daily circulation. It is believed in this office that the rating accorded in the American Newspaper Directory for 1898 (H, exceeding 2,250) just about represents the average circulation for a whole year. The *Journal's* rates for display advertising, as on file in this office, are \$25 per inch per year.

## EVENING NEWS.

The *News* is probably the second in circulation and third in influence in the list of the Dayton evening papers. It claims to circulate more copies than the *Herald*, but for two years past has failed to substantiate this claim by a detailed statement of circulation. The publishers' last report was for 1895 when its actual average for the year was reported to have been 7,625. It is not thought at this office that this circulation has been maintained.

## EVENING HERALD.

The *Herald* is the oldest evening paper in Dayton. It bears the signs of a well managed daily paper, and it evidently reaches the prosperous class of business people of Dayton and vicinity. The publishers claim a circulation of between five and six thousand, four thousand five hundred of which they claim to circulate in the city proper and the balance in the surrounding districts. At no time, however, have they been inclined to report its circulation in detail, and it is believed that the rating accorded in the American Newspaper Directory for 1898 (G; exceeding 4,000) fairly represents its circulation. The rates for display advertising are on the basis of \$5 per inch per month.

## TIME.

This paper, which used to be published by the publishers of the *Evening News*, was sold to the Miami Publishing Co. in August, 1897. The latest copy on file in this office bears the date December 15, 1897. According to information received in January, 1898, it has stopped publication.

## EVENING PRESS.

The *Press* is the only one-cent daily paper in Dayton and doubtless reaches the largest

number of people in the city and vicinity. It appears to be a fairly well conducted afternoon daily and is evidently the paper of an intelligent middle class. The publishers have in various rather indefinite ways claimed a circulation of 8,000 or 9,000 copies or more, but have never made a detailed report showing the actual average circulation for a whole year. The rating accorded in the American Newspaper Directory (F; exceeding 7,500) is believed to fairly represent its actual daily average for a year. The display advertising rates of the *Press*, as on file in this office, are on the basis of \$36 per year per square (one inch), nonpareil measure. The publisher who still charges for advertisements by the "square" is certainly out of date.

## THE USEFUL PORTFOLIO.

Clip out of the newspaper all your ads that appear there; preserve one of every circular you publish; copy every legend that you have had painted on country fences or posted on city billboards; and arrange these, in order of their dates, in a large portfolio. Such a collection will not only prove of absorbing interest to you in later years, but it will have a great practical value as well. As an entertainment it will be a history of your business; a record of growth and development. You will be interested, in ten years from now, in reviewing the fashions of an earlier day; in seeing how completely the evolution of taste has wrought havoc with present standards. You will be amused in noticing the stress put on policies long since abandoned; in reading the tabulation of items no longer carried in stock; in noting the prices and the "bargains" formerly submitted to the public. The pleasure to be derived from such a portfolio in after years will abundantly repay you for your present trouble; and you will fall so easily into the habit of gathering your advertisements that it will soon cease to be any trouble. But the practical value of your portfolio is the best argument for its keeping. You are writing advertisements to-day that may be labored in expression, and crude in form, which will be much improved on after you have had more experience in advertisement writing; and in ten years from now you will have many a hearty laugh over these earlier crudities. But you may now be producing ideas which are valuable, even though badly expressed; in your present freshness of thought and conception you may be turning out the raw material which can be turned to great advantage by your more polished and experienced self who brings a jaded and exhausted mind to the same task ten years hence. Your poor work now may "make over" splendidly then. No man is uniformly at his best; your best in idea may be now rather than then. Each year's work will be a challenge to the best that you can do in the year following; and your own past work will be the stimulus, by comparison, in the creation of your surpassing work in the future. You will grow in effective accomplishment year by year.—*Keystone*.

## THE SAME OLD METHOD.

The brightest and most successful advertisers are not necessarily so because they advance new methods, but simply because they know just how to adapt the old methods to their particular business. And when the subject is thoroughly sifted we find there is after all but one advertising method—to tell the people in plain language what you have to sell, what are its merits and what is its price. It is the same old method, but we have never seen it improved.—*Elizabeth (Pa.) Herald*.

## THE LAW OF "LABELS" AND "PRINTS."

Under the title above given, Messrs. Davis & Davis, patent attorneys of Washington, D. C., are sending to newspapers a series of articles on the registration of labels, prints, trade-marks, etc. The first of these is here reproduced for the edification of such of the Little Schoolmaster's pupils as are attracted by the intricacies of law:

There are two classes of artistic and literary productions which may be registered in the Patent Office under the copyright law when such productions are used in connection with articles of commerce as an advertisement thereof, and these productions are called "Labels" and "Prints."

The advantage of registering prints and labels in the Patent Office is the same as with copyright—that is, it gives to the owners thereof the exclusive right to the prints and labels, enabling them to recover damages for infringement and obtain injunction against further infringement. As labels and prints embrace those classes of advertising pictures and prints which are neither trade-marks (and therefore are not protected by the laws relating to trade-marks), nor proper subject matter for copyright proper (and therefore can not be protected by registry in the office of the Librarian of Congress), it is advisable that manufacturers and dealers in merchandise be posted as to just what protection they can secure for such advertising matter.

It is now well settled that the law by which registry in the Patent Office is authorized is part of the copyright law and that the same protection is given by such registration as is given matter registered by the Librarian of Congress and called copyright. The conditions of securing this registration are peculiar, and it is certain that the majority of users of prints and labels do not fully understand the law relating thereto. It is evident from an examination of some of the prints and labels in use that this is so, because very few such labels and prints are registered, and if registered are not marked as is required.

As defined by the United States Patent Office, a label is a device or representation borne by an article of manufacture or vendible commodity. It consists usually of a printed slip affixed to the package containing the article and is in some way descriptive or suggestive of it.

A print, on the other hand, is a device or representation not borne by an article of manufacture or vendible commodity, but in some fashion pertaining thereto—such, for instance, as a pictorial advertisement thereof. Prints include that large class of advertising devices which are in the form of placards, posters and pictorial signs distributed by dealers and manufacturers as advertisements.

As both prints and labels are registered under the copyright law, they must, like matter given copyright registry by the Librarian of Congress, be registered before publication and use in order that the registration shall be valid. Publication before registration is fatal to the validity of the registration and violates the protection sought by the registrant. Both must be marked, "Copyrighted by — in the year —," or with similar words prescribed by the statute relating to copyrights. The failure of a registrant to observe this provision of the law will prevent him recovering in an action for the infringement of his

registered label or print. It seems to be the custom to mark labels and prints merely "Registered," or "Registered in the U. S. Patent Office," or with a similar notice. Such notice is not sufficient. It must be given in the precise manner prescribed by the statute.

The mistakes of publishing labels and prints before registration, is made, probably, because they are confused with trade-marks. Trade-marks must have been publicly used before they can be registered, while labels and prints must be registered before they are published and used. The Government fee for registering either a print or label is \$6 and an attorney usually charges \$5 for preparing the necessary papers.

## AN EDITOR'S SCHEME.

Under the title above the Nebraska Clothing Co., of Omaha, recently published the following matter in an advertisement:

He was a dapper little man. An editor. He owns a little paper in a little town up the State and he just came to Omaha with the Nebraska Editors' Convention to have a good time. He laid his card on our desk in a friendly sort of a way, not so much because he wanted to get any business, but because he wanted to "see the man who writes the ads." Now, the man who writes the ads is a retiring sort of an individual, never was on exhibition in his life, but of course with an editor—that's different—especially when the editor hands him his card. The editor began to talk about the weather, the crops, the exposition, prosperity, the weather again, the crops again, and finally got down to by the way. When an editor gets down to by the way you can tell by the way he gets down to it just about what he has on his mind. At least an advertising man can. "By the way," said the editor, "you folks sell an awful lot of goods up our way and no doubt you hurt our local dealers a good deal. Now, of course, I have to do my trading at home for what I wear myself, but my wife, she's different, and she told me to stop in here and get her two or three pair of your boys' shoes. Up there she pays about \$2.50 for the same shoes you folks sell for \$1.50, and if you will just put three pair into that there valise—it's my wife's, you know—I guess I can manage to get 'em in town without being called down." The man who writes the ads can see a house when it's falling and he took the editor up on the fourth floor while the wrapping clerk helped him smuggle home the shoes.

Moral: Always be kind to an editor. He, too, has his troubles, but he may be a good fellow in disguise.

## A SHOPPER'S ADVERTISING.

The New York *Sun* recently published an interesting interview with a woman who makes "shopping" for others a business. Among other things she said:

"I'm doing it simply because I suddenly found myself obliged to earn my living. Up to that time spending money had been my only accomplishment, and I couldn't at first see how to utilize that; but at last it occurred to me that my taste was good and my luck in finding the very thing I wanted had been proverbial. So I decided to make use of those resources. My friends gave me a start and wrote to their friends about me. I sent cards to the women's clubs in the little towns and advertised in the country newspapers, and in a short time I was simply deluged with commissions. Of course a great many of them didn't pay much, but others did, and one little order satisfactorily filled usually led to better things."

## STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

*By Chas. F. Jones.*

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

Mr. H. W. Oliver, bookseller, stationer and newspaper dealer, of Independence, Ia., does about the brightest advertising that is done by any merchant in his line in a city of the size of Independence, which I understand has about four thousand inhabitants. One feature of Mr. Oliver's advertising is that he fits his work to the current needs of his customers. At the opening of school time he has an advertisement like this:

### BE READY WHEN THE BELL RINGS.

This advertisement is intended to interest only those who have children to send to school, and who appreciate the advantage of having a book store in their midst—a store the proprietor of which makes it his business to have ready for the youngsters, just before the "bell rings" on opening day, a large and varied stock of school supplies—new, shelf-worn and second-hand text books. School commences Monday, September 6. It will be a day of new impressions, new acquaintances and new thoughts. Anticipating parents' wishes and the expectations of youth, I have laid in the largest stock of school necessities ever displayed in this city, and the excessively low price must necessarily through this establishment to the doors.

At the beginning of the baseball season he has an advertisement like this:

### PLAY BALL!

And remember that it does not make any difference in what part of the diamond you play, I've got everything you want in baseball goods.

H. W. OLIVER,  
Baseball Outfitter.

About the Fourth of July he has an advertisement like this:

### INDEPENDENCE

People are a book-loving people. There is something about the Word Book that everybody is reading—their friends are reading.

Here are a number of new books of remarkable character and excellence—books well worthy of all the prominence that can be given them.

I give below their titles and some information concerning them, etc.

When he wants to advertise a Bible

he sometimes will have an advertisement like this:

### Have You Read It ? ? ? ?

My "International Teachers" Bible—a Bible containing the New Word Book.

What Rev. J. W. Horner has to say about this book:

*Mr. H. W. Oliver:*

DEAR SIR—The Word Book in the back part of your International Bible is the best thing I have seen in connection with a Bible, because it embodies so much. It is a concordance, a dictionary, a topical index. It gives the derivation, pronunciation and meaning of words. It is explanatory; it gives historical sketches and refers to the maps in such a way that places can be found at first sight, all of which, taken together, put it in the front rank of Bible helps. I heartily commend it to every Bible student for quick reference.

J. W. HORNER.

Price (plain).....\$2  
Price (indexed).....\$2.50

Your money back if wanted.

\* \*

Emich's department store, Third avenue and 51st street, Brooklyn, recently held a rather unique sale which they called "Money Back Sale." One of the announcements which they used read as follows:

### You Are Invited

Thursday morning, at 9 o'clock, to be present at the opening of our store doors, to a

### MONEY BACK SALE.

A sale of merchandise of every description usually found in the average department store. Not at regular prices, not at cost, but at a price sure to sell it; and if you are not satisfied with your bargain, bring it back next day and we will cheerfully refund the price you paid for it, and 20 per cent extra to pay for your trouble. We know the value of these goods and are confident you will recognize their extraordinary worth, or we would not offer to pay you back more than you pay for them, but we do it if you want it.

\* \*

I am in receipt of a letter from a merchant tailor in one of the cities of Ohio. The letter reads as follows:

*Mr. Chas. F. Jones, New York:*

DEAR SIR—I have read all your articles in PRINTERS' INK for several months, but find one thing that is not clear to me.

I will admit that in good advertising prices

ought to be quoted, but can we do so when we aim at quality instead of quantity?

Merchant tailors, as a class, do less advertising than any line of business, and as I haven't many original ideas can not copy from other tailors' advertisements, as I very seldom see any advertising done by good tailors.

Any light you may give me in **PRINTERS' INK** on this subject will be greatly appreciated by myself and will probably be a benefit to many tailors.

We are using a four-inch space daily and Sundays in the best daily here, and do nothing in programmes, church papers, time cards or any of those schemes.

We are the best tailors in a city of 20,000.

Please omit name if you give this your attention in **PRINTERS' INK**.

Respectfully,

There are some lines in which the advertising of prices is absolutely necessary. There are other lines in which the advertising of prices is not near as important as the advertising of other matters. There are some merchant tailors who solicit and gain business merely because their prices are as low, or almost as low, as the same goods can be bought ready-made. These tailors catch all the bargain seekers who would ordinarily patronize the merchant tailor. The remainder of the merchant tailors do their business on some other principle, and I believe that the majority of men who have their clothes made to order do not consider the price as much an attraction as the fit, the cloth and the make. If I were a merchant tailor, endeavoring to push a high-class business, I would dwell particularly upon the merits of my goods and my workmanship, rather than quoting direct prices in an advertisement. I would dwell upon the reasonableness of my prices, considering the quality, of course, and would not forget to constantly impress this upon the public through my advertisement, but except in rare instances I would not make a practice of mentioning in each advertisement the price at which I was making clothing to order.

Occasionally, however, I would have some special thing that I could use to draw attention to my store as a place where clothes were made to order for reasonable money. This plan would be well adapted to any merchant tailor, except where he might have the trade amongst the very exclusive class, and does not cater to popular trade at all.

I know of a certain merchant tailor who has a very excellent business, and who advertises his goods in an interesting way from day to day in the daily papers. About three times a year he makes a point to buy from the

mill a large quantity of some one particular cloth. He usually takes this cloth in large enough quantity to get a special price. Then for a couple of weeks, purely as an advertisement for his store, he will make up this one cloth into suits or coats, as may be suitable, at ridiculously low prices. I remember one season he selected a line of very nice quality of black serge, and cut up several bolts of this into small sample pieces and sent these samples with a circular to the men whom he thought would be interested. He also advertised it in the newspapers and made a display of it in his show windows. These suits he made to order for \$20, and they were to all intents and purposes the same suits that he would ordinarily charge \$35 for. It was the best possible suit that could be produced for \$20 by anybody. I don't think he made a cent on it, but he did put his tailoring business before the attention of a great many people who had never thought of it before, and he did sell these suits to a great many people who had never patronized him before, and who will probably patronize him in the future, even if they do have to pay a little more, because his workmanship and the quality that he gave for \$20 was such as would lead them to suppose that even if they had to pay more at some other time they were going to get the worth of their money.

Every business can have some point upon which it excels others. It can not always be the point of low prices. The merchant who has no point on which he excels any one else is very likely going to get left. The point upon which you excel other people is the point upon which you must lay the most stress in your advertisements.

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A recent issue of the New York *Sunday World* had in the magazine supplement a very interesting article by Harriet Hubbard Ayer on the subject of the duties of the customer to the salesperson and the duties of the salesperson to the customer. The article was interesting largely in that it looked at the subject from the standpoint of the customer. Harriet Hubbard Ayer having been supposed to have taken a shopping tour, and at the end of her shopping tour made these suggestions for the good of the public and the merchants generally. This department is not particularly adapted to statements of the duties of the customer to the

salesperson, but the suggestions that were given of the duties of the salesperson to the customer, and also to herself and employer, may be interesting enough to business men generally to justify me in repeating them here.

#### TO THE SALESWOMAN:

Don't forget that a ridiculous and meaningless expression like "saleslady" implies nothing in the way of breeding or refinement, and that the highest-bred lady in the land would in your place be a saleswoman, and all the more a lady, because of her acceptance of the proper term.

Don't talk to your fellow-employees while customers are awaiting attention or while you are serving them.

Don't advise a customer unless your opinion is asked.

Don't insist upon better knowing the size glove or shoe of a customer than she does herself. Consider that that simple customer has worn many shoes and gloves and is entitled to her own selection.

Don't make remarks about customers in a stage whisper to another employee.

Don't chew gum while serving a customer, or hum a song or beat a tattoo upon the counter to while away the time.

Don't toss your head up in the air and say you "don't" when a customer asks you a civil question.

Don't keep a customer waiting forty-five minutes for change because you have forgotten to ask for returns.

Don't insist a color matches when it is obvious it does not.

Don't tell your customer that no one wears the thing she desires any more, as it is all out of date.

Don't be any more superior about things in general than you feel obliged. You can not know the humiliation you inflict upon an innocent woman who asks you if you can show her a narrow real thread edge, when your sarcastic reply, "We haven't any lace that isn't composed of real threads," reaches her old-fashioned ears.

Don't forget that there are saleswomen in every city who are the good fairies of the establishment so fortunate as to have secured their services, and that they are known and spoken of by their over-increasing legions of customers as "that charming girl at Blank's lace counter" or "that lovely woman who has been so long at Smith's embroidery department," and that praise from these Sir Huberts is praise indeed.

\* \* \*

The *New York Evening Journal* has recently been running on its last page a series of editorials which I believe are the strongest I have ever read when it comes to hard hitting at everyday facts. Some of these editorials dwell upon politics, religion, society, etc., etc. Some dwell upon business, and these are the ones which appeal most strongly to me.

There was one in particular which I would like to see in the hands of every young man just starting out in business life. If any advice in the world is likely to encourage a young man to do his level best to climb up the ladder of

success, it seems to me just this kind of talk will do it.

I believe it would pay every business man in America to have this editorial printed in the shape of a circular and distributed amongst the young men who may be in his employ.

The young men of to-day have so many amusements and so many things to counteract the duties of business that they often forget and do not give the thought and attention to building up their future business character and preparing for after life. Particularly is this true in cities and that is why I repeat a part of this editorial, with the hope that it may stimulate some of the young men to work harder in whatever line of business they may have undertaken:

Dear young men, you are all ambitious in a vague sort of way. You would all like to be recognized as great, and you would really do a good deal in the way of self-sacrifice to achieve fame. But do you know what the situation is?

In twenty years from now, or in thirty years, some man will be the big boss of this country. He will be in the White House, after a hard fight, and all the country will be looking at him in admiration and envy.

The individual is a young man now, do you know where he is, what he is doing? He is out on a farm somewhere, feeding pigs or building fires at four in the morning, or he is selling trash on a train, or working in a machine shop, or trying to learn law in some little one-horse town. Wherever he is, and whatever he is, he is living a life that prevents his wasting his vitality on nonsense. He is saving up his strength and growing all in one direction, not dividing his fine energies between clothes, cigarettes, neckties, photographs of girls and looking glasses.

He is at the bottom of the ladder. He hasn't one-half your chance or advantages. He has perhaps a very imperfect education, and you would be shocked at his clothes and his coarseness if you could see him in his present crude condition. But he will beat you all, and thirty years from now your boast will be that you slightly know the great So-and-So, and you will hang about, telling how he used to feed pigs and is not too proud to admit it. And you will be asking the pig feeder for favors.

You all know that this is a fact, don't you? It ought to encourage and not discourage you. You ought to say to yourself:

"I'm ahead of that country Jake now, and I'll keep ahead. I'll know more than he does this minute, and I'll keep on studying, so that he can not catch up with me. I shall give up the company of fools and cultivate men from whom I can learn something. I shall study events and not my growing mustache. I shall devote to books the time that my rival must devote to his pigs. I shall go to bed early and get up early. I have the start and I'll keep it."

The young men of the city are always beaten by the young men of the country in the race for life's big prizes, and simply because they fail to keep the start with which they begin life. It is time for them to realize that the country boy tortoise is racing against them while they sleep.

## READY-MADE ADVERTISEMENTS.

*Edited by Wolstan Dixey.*

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

An Ohio clothing firm sends me copies of a letter which they send out both in English and German to boys who are to be confirmed and may need clothing for the occasion. The advertising manager also incloses a nine-inch, four-column advertisement and asks me if I consider the matter good advertising. Here is the letter:

MARCH 14, 1898.

DEAR FRIEND:

As you are to be confirmed soon and may need a new suit, I thought I would tell you I bought my suit last year at Bryce Bros. & Co. It was the best suit I ever had, and it only cost \$7.50. They had some nice ones for \$5.00 and \$6.50 also. If you need a pair of shoes, hat, shirt or necktie they have just what you want. I inclose their advertisement, which I cut out of the newspaper, and you can see what they have to say. If you see any of the other boys tell them about Bryce Bros. & Co. Yours,  
JOE.

It is "pretty" good advertising, not very. It is good enough to sell some goods. I think it might be made to sell more. I think the letter would be just as good—probably better—if it was straight advertising talk instead of a sort of "jolly." I think boys like to have their dignity respected, particularly young boys. Some of them would laugh at this letter. It would make some of them good-natured, perhaps, and some it might make scornful. Any good it would do would be accomplished just as well by a nicely printed circular signed by the firm.

The newspaper ad takes up too much space for what it says, or doesn't say enough in the space—either way you want to put it. The heading reads, "As the Time for Confirmation Approaches." It strikes me it would be just as strong if headed, "At Confirmation Time." The phrases, "Boys' Knee-Pant Confirmation Suits" and "Boys' Long-Pant Confirmation Suits" seem liable to ridicule. If the word "confirmation" is used in the title, that gives the occasion and atmosphere of the ad plainly enough and it doesn't need to be repeated. Beside this there is a great deal of repetition in the body

of the ad, which I have cut out. Here is one of the paragraphs that I don't like:

It takes quality to carry the Bryce label, but it costs no more to wear it. Every man and woman that's ever traded here will tell you the same thing.

This sort of talk comes under the general heading of what may be termed poppycock, or, as an Englishman would say it, Tommy rot. No doubt there is something of the same element in a good deal of advertising which will pass muster, but some poppycock "goes" and some doesn't. We must discriminate.

### At Confirmation Time.

As the time for confirmation approaches the question of proper suits will specially engage the attention of parents. They ought to know about our

**Boys' two-piece Knee-Pant Suits**, made up from pure all-wool Blue and Black Cheviots, well lined and trimmed, excellent value for \$2.50.

Better grades of Cheviots and Thibets, extra well made and finished throughout, \$4.00.

Extra fine Cheviots, Thibets and Clay Worsteds; an excellent assortment of choice garments at \$5.00.

**Boys' Long-Pant Suits** in single and double-breasted sack styles made up from all-wool Blue and Black Cheviots, well lined and trimmed with Farmer's Satin; a good wearing, very dressy Suit for \$5.00.

A better grade, lined with good strong serge; a good assortment to select from and excellent value at \$6.50.

**Best of all**, made up from fine Blue and Black Cheviots, lined with extra fine serge, a very swell Suit at \$7.50.

The new Spring Styles in Boys' Shoes, Hats and Furnishings are ready for your inspection. You are always sure of the "correct" thing here.

\* \*

### Do These Carpet Prices Surprise You?

Take the price of the following Oriental Carpets (rugs in carpet sizes) and compare them with the usual figures. Do they surprise you? Do you recognize that they are one-fourth to one-third less than usual values?

There are 125 of the carpets and they go on sale to-morrow on the fourth floor.

The colors are exceedingly attractive—deep, rich blues, greens, reds, golds, creams, camels' hair and terra cottas. The patterns are in those delightful Eastern designs for which the whole world holds out eager hands.

Samples, sizes and prices:

### New and Reliable Goods Only

We have recognized all along that in advertising announcements the people want facts. And they want them told in plain and simple language. That's precisely what we do in our advertisements, and it is probably one—if not the principal—reason why judicious shoppers invariably crowd our stores.

The celebrated 1898 model Falcon Bicycle—men's or women's style—at \$28.50.

### Furniture with Character.

The character of genuineness linked to every piece of furniture we sell has become as well known to the people of Brooklyn as any of its distinguished landmarks. Such furniture is the selected fruitage of the very best work and artistic energy of the very best makers in this country. It is the best that can be made in every particular, not cheap furniture, only in the sense of a very low price for a conscientiously made article. Even the little-priced pieces, of which we have so many to suit all kinds of pocket-books, are made with the same reliability and truthfulness as our luxurious and elaborately upholstered pieces. These are characteristics from which we never intend to deviate. Our customers can always rely on the absolute newness, artistic finish, perfection in design and genuineness of our attractive things. Now is a particularly good time to view the newness of our Spring Collection. There are opportunities to buy unique things at ridiculously low prices; every day adds some desirable pieces; to have been here last week is not to have seen what we have to-day.

### The Best Values Ever Offered in Women's Suits.

Here are three values in Women's splendid tailor-made Suits that should fill the store to-morrow, and they will, too, for the Suits are just the kind you're looking for. You never hoped to get them for so little, though.

Suits of English Serge, in black, blue, brown and green, fly front coats, lined with satin and skirts lined with percaline. Well made, stylish and thoroughly serviceable, regular \$16 value, at only.....\$8.45

Blouse Suits of English Serge in black and blue—finished with fly front and notched collar and lined throughout with taffeta silk, at.....\$11.95 ea

Suits of Venetian Cloth in green, blue and tan, fly front coats, handsomely braided and lined with taffeta silk, skirts lined with percaline, at.....\$14.95

*A Bit of Philosophy.*

### The To-Days that Outshine the Yesterdays.

It was Emerson who said, "Every ultimate fact is only the first of a new series. Every several result is threatened and judged by that which follows." This store's newness of yesterday is threatened and judged by its increased newness of to-day. There are no limitations here, there is always progress.

### Will You Build?

Our extensive lumber yards and mills at Eighth Street and Gibson Avenue enable us to furnish rough and dressed lumber and all kinds of building materials at short notice.

We prepare plans and estimates for all kinds of houses. If you contemplate building come to us for information. Offices at mills and 106 W. Main Street.

**FAYETTE LUMBER CO., Ltd.,**  
Connellsville, Pa.

### Try Them.

Have you been disappointed in the quality of shoes you have been buying for your children? Have they worn as long as you thought they should have done? I dare say not—they rarely do. Just a few words about a new line for boys and girls made from calf skin—not split; made from kid—not sheep skin; leather soles, leather heels, leather counters and insoles. Honest workmanship with lots of style. Reasonable prices will make this line of shoes popular with parents. Cash—One Price.

**R. S. PAINE,**  
New Dunn-Paine Building, Pittsburg  
Street, Connellsville, Pa.

### The Beautiful in Brass Beds

For bed chamber daintiness—for health and perfect cleanliness—for top-most style in tasteful house furnishing—we strongly commend Brass Beds. More. The voice of the medical profession does likewise. And still more. A dozen different types of Brass Bed beauty are on show and sale at "Burke's." All of these beds are made from heavy brass tubing and have easy-rolling, double-wheel casters that will not mar polished floors nor tear rugs or carpets.

Full size Brass Beds.  
Twin Beds—according to a popular English notion.

And the latest Adjustable Canopy Attachment can be supplied with any of our Brass Beds if you want it.

Now a few prices:  
At \$15—The cheapest All-Brass Bed we have—and as charming as it is cheap.

At \$20—Brass Bed—sixty inches high—exquisite model with swell foot rail.

At \$27.50—Very Heavy Brass Bed—finished with half-scroll panels and cast brass ornaments.

At \$50—Brass Bed—pillars two inches in diameter—fancy brass tubing—round curved foot rail.

At \$65.00—An exceptionally beautiful Brass Bed—head pillars 63 inches high—extra heavy throughout—scroll pattern panels—a bed fit for a queen.

These are the aristocrats of the Brass Bed business. We sell Brass Trimmed White Enameled Beds for as little as \$3.85 apiece. And we sell Bedding of every description—everything for sleep-time comfort.

Remember these facts. You will want to buy some of these things sometime, if not now.

And you will pay more if you don't buy at "Burke's." Remember that, too.

**BURKE, FITZ SIMONS, HONE & CO.**

# INTERVIEWS WITH WHEELING (W. VA.) ADVERTISERS.

Mr. House, of House & Herrman, large dealers in furniture, etc.: "The *Register* is excellent. The *News* claims the largest circulation in the city of Wheeling. The *Intelligencer* is the best gotten up typographically of any of our papers. The *News* is the most enterprising. They are always making some improvement or doing something in advance of the other papers. We have 65,000 people here to draw upon for trade. Our papers reach all these people and many more throughout the State. This is a good field for an advertiser."

Mr. Gutman of Gutman's clothing, said: "We use the *News* and *Intelligencer*. They cover the field fairly. Of the two, the *News* has probably the larger circulation. The *Intelligencer* reaches a field that can not be reached through any other paper."

Mr. A. Myer, advertising manager of Geo. E. Stifel, dry goods, ranked the papers equally as to circulation, but credited the *News* with the largest among the wage earning classes.

Mr. W. C. Gordon, manager of the Logan Drug Company: "For the city and suburbs the *News* is best. I should not be surprised if it had 8,000 to 10,000 circulation. It is an enterprising paper, a trifle sensational at times, but not enough to hurt. The *Register* has the most general circulation outside of the city. The *Intelligencer* ranks along with the *Register*."

## CASCARETS BEATS CARTER'S.

"Cascarets leads Carter's Little Liver Pills. Hood's is ahead of Ayer's. Scott's Emulsion does not sell as it used to. Terraline isn't selling. Pierce, Pinkham, Greene's Nervura, Paine's Celery Compound, Syrup of Figs and Hall's Catarrh Cure are ready sellers. They are well advertised in this locality."

"How about soaps?"

"Since Pears' got into dry goods stores druggists have lost interest in it."

"How's Warner's?"

"Died for lack of proper advertising. Kennedy's Medical Discovery has also dropped off. Hobb's Pills are slow now, but since the Cascaret people have taken hold they will probably boom. Laxative Bromo Quinine Tablets and Pe-ru-na sell fairly well."

John S. Welty, grocer: "The *News*

is best for reaching the working people. There is not much difference between the *Register* and *Intelligencer*. They are both good."

"How do Quaker Oats sell?"

"They are booming. Most things generally advertised are. Sapolio, Gold Dust and Ivory Soap, for instance. Postum Cereal is doing fairly well and is a little ahead of Grain-O."

"How does H-O sell?"

"Never heard of H-O."

"How about baking powders?"

"Royal is ahead of Cleveland's."

Mr. Milligan, of Milligan, Wilkin & Co.: "The *News* has the most push. It is published by up-to-date, energetic people, who aim to get out a snapping good paper."

Mr. Sonneborn, manager of the Hub Clothing Store: "The *News* is the medium for the masses; the others reach the classes."

Mr. Robert Nesbitt, of Nesbitt Bros., hardware: "The *Intelligencer* is our best paper."

Stone & Thomas have a large department store occupying five floors of a big block. Mr. J. A. Donnelly, their advertising manager, says: "We get good returns from all our papers. Once we tested them by means of coupons, but there was not much difference in favor of any. The *Register* has the largest circulation. The *Register* and *Intelligencer* reach the better classes, while the *News* reaches the great masses, who are a very important element in this city. They are paid a great deal of money semi-monthly, and they spend it freely."

## THREE GOOD PAPERS.

Mr. George Rensch, advertising manager of G. W. Snook & Co., dry goods: "There are three good papers here. The morning papers have each a constituency of its own. They divide the reading public along political lines. The *News* being alone in the evening field, and independent in politics, is pretty generally read by everybody. It is enterprising and well thought of. The *Intelligencer* reaches the better classes, the *Register* the democratic masses, and the *News* everybody, rich or poor. Everybody out my way, for instance, reads the *News*."

J. C. McLain, druggist: "The *News* is best for almost everything and reaches most people. The *Register* is next. Cascarets leads Carter's ten to one. Pierce and Pinkham are equal. Pinkham has increased lately."

Cuticura leads all soaps. Pears next. Scott's Emulsion sells well. I sold half a dozen bottles at one time today. Hood's beats Ayers'. Warner's don't sell at all; it isn't advertised. I haven't sold any in two weeks."

Professor Sheff, of Sheff Bros., opticians, jewelry and Columbia Bicycles, said that he advertised most in the *News*, but that the *Register* is also a valuable medium.

Mr. Lewis Whitt, of the Bon Ton, said: "We advertise most in the *News-Register* next."

Wm. Dixon, druggist, said: "We have most calls from the *News* readers. They come in and say they saw our advertisement in the *News* more than any of the other papers. The *Register* is next. I don't use the *Intelligencer* for patent medicines.

#### BAD FOR HOOD'S.

"Cascarets are away ahead of Carter's. It's away ahead of anything. Never saw anything like the way Cascarets sell. Never got hold of anything that sells like it. Cuticura and Pears' sell the best of soaps. There is a slow sale for Hood's because it got into the hands of the cut-rate druggists. Hobb's pills are coming up under Kramer's management. Kramer is a cracker-jack. Druggists don't push Paine's Celery Compound, because it's too high at \$9 per dozen, and besides the cut-rate druggists have hold of it.

"Advertising in daily newspapers is what sells goods. Drop it and sales drop off at once."

Chas. R. Goetze, druggist: "The *News* reaches all classes of people. The two morning papers are divided between the Democrats and Republicans; the *News* reaches both. It has the largest circulation. It has brought me great results. I do more advertising in the *News* than all the other papers put together, and I find profit by so doing. It is a great medium for patent medicines."

L. S. Good & Co., dry goods: "We think the *News* is by far the best medium in this city and we give it fully 90 per cent of our advertising."

John Klari, druggist: "No doubt the *News* reaches more purchasers of advertised remedies than any paper in the State."

ADDISON ARCHER.

ONE-TIME insertions seldom pay. The advertiser who has tested it knows that it usually takes several insertions of an ad to arouse the interest of the readers of a periodical.—*Advertising Experience, Chicago.*

#### NOTES.

BELL, the tailor, 141 and 143 Clark street, Chicago, offers \$5 for the best suggestion for a business card.

It is said that the members of the N. Y. Stock Exchange are chafing under the regulations which do not allow them to advertise.

A PERMANENT exhibition of American goods was established at Caracas, Venezuela, by the National Association of Manufacturers on March 25.

At the opening of the new boys' clothing department of Siegel, Hillman & Co., of St. Louis, Mo., every boy calling with his parents received a pair of breeches as a souvenir.

BEGINNING with the April number, the publication heretofore known as the *Woman's World* and *Jennens Miller Monthly* will be published under the name of *The Gentlewoman*.

THE *Publishers' Library* is the name of a periodical costing twenty-five cents a year issued monthly by the Bucher Engraving Co. of Columbus, Ohio, and announced as the "official organ of the Buckeye Press Association." It is a PRINTERS' INK baby.

A DEALER in suburban homes in Brooklyn, New York City, advertises: "Should the President issue a call to every American patriot to defend his home against a foreign country, would you come under the head of those who possess a home to defend?"

THE "automatic advertiser" is the name of a window advertising device which consists of a frame on which a series of placards relating to the business advertised appears. The lay figure of a negro stands before this frame and every time a new placard appears he points to it with his hand, his mouth meanwhile moving as if he were speaking. The Automatic Advertising Company, 17 Chardon street, Boston, is proprietor.

A HANDSOME little volume, issued by the city of Atlanta, describes and illustrates the advantages of the Gate City of the South. Commercial, manufacturing and residential conditions are discussed. The book contains more than one hundred half-tone engravings. It is issued jointly by the Atlanta Chamber of Commerce and the City Council and is free from individual advertisements. The book will be mailed, without cost, upon application to the Chamber of Commerce.

JUSTICE LAUGHLIN in Supreme Court, Buffalo, has just ordered a permanent injunction, with costs, and a full accounting of sales, to issue against Paul B. Hudson, the manufacturer of the foot powder called "Dr. Clark's Foot Powder," and also against a retail dealer of Brooklyn, restraining them from making or selling the Dr. Clark's Foot Powder which is declared in the decision of the court an imitation and infringement of "Foot-Ease," the powder to shake into your shoes now so largely advertised and sold all over the country. Allen S. Olmsted of Le Roy, N. Y., is the owner of the trade-mark "Foot-Ease," and he is the first individual who ever advertised a foot powder extensively over the country. The decision in this case upholds his trade-mark and renders all parties liable who fraudulently attempt to profit by the extensive "Foot-Ease" advertising in placing upon the market a spurious and similar appearing preparation labeled and put up in envelopes and boxes like "Foot-Ease." Similar suits will be brought against others who are now infringing on the "Foot-Ease" trade-mark and common law rights.

# THE UNIVERSITY OF CHICAGO PRESS.

A Chicago newspaper recently published the following interesting article:

Few persons ever think of the University of Chicago as a publishing house, yet its business in this line is not only large but unique in that it prints more scientific magazines than any other concern in America—perhaps in the world. Nor is this the only distinction of the “press division” of the great institution of learning which is Chicago’s pride. Scores of the articles which appear in these bulky but handsomely printed quarterlies are in the original Greek, Ethiopic, Syriac, Arabic and Hebrew characters, which can be read only by thorough scholars.

It is, of course, no new thing for a large university to appear in the role of a publisher. The Bibles issued from the press of Oxford University have long been famous, and books of high literary and scientific value have borne the imprint of this and similar institutions in Europe and America. But in the publication of scientific magazines and periodicals the Chicago institution leads the universities of the world. It issues nine of these formidable and scholarly monthlies and quarterlies in addition to the big annual register of the university and a weekly record or bulletin for the information of its faculty, students and friends. The vast extent of this single line of publication is suggested by the fact that during the last fiscal year 200,400 copies of periodicals were issued by the press division of the University of Chicago.

The business of this press is by no means confined to its own publications. It is publisher for the National Educational Association, the largest organization of teachers in America, and for the National Herbart Society. A letter has recently been received from one of the most celebrated universities of the East, which is regarded by the management of this Western publishing plant as a distinct compliment to the character of the publications it has already put out. This communication requests that the printing of a periodical, published by the New York University, be hereafter done by the Chicago institution. Another line of business transacted by the University Press is that of book selling. Its store is in Cobb Hall, near the main entrance and door to the “post-office.” The an-

nual sales of this department amount to many thousands of dollars.

Regarding the volume and character of the work done by the press division of the University, its director, Dr. Hazlitt Alva Cuppy, said:

“In its three departments of publication—printing and purchase and sale—this division did a total business during the last fiscal year of \$129,030. Advertisers have during the twelve months ending November 1, 1897, given us contracts aggregating \$12,420. Mr. Pettingill, of Boston, manager of the oldest advertising agency in America, says we have an unusually fine and representative list of advertisers. Four big cylinder presses are kept constantly busy with the work of this institution, and four reserve presses are often called into requisition by the demands upon them. All our press work is done by two of the large downtown printing houses. The type is set up here in the page forms, carefully wrapped and tied and sent to the printing establishment in the heart of the city by means of the university express system, which is operated by students. I do not hesitate to say that no publishing house in Chicago can, at any time, show as large a quantity of standing type as may be seen any day in our composing room. We use ten reams of paper every month. Ours is a union office, and all the composition is hand work.”

In a recent communication to PRINTERS' INK, Dr. Cuppy says:

“Previous to October, 1896, the publications of the University of Chicago Press had received comparatively no advertising. At that time it was suggested to President Harper that considerable advertising might be obtained if the nine journals issued regularly by the University be bunched and a rate made for the combination which would be but little more than the price ordinarily required for two or three taken separately. The plan met with his approval. An actual count of the number of copies printed for the previous year was obtained from the printers, and upon this basis the combination rate was made as follows: One page in each of the nine journals for one year, \$400; a half-page, \$200; a quarter-page, \$100. Or one page for a quarter of a year, \$100; one page for a half year, \$200; or two pages for a quarter of a year, \$200. Every advertiser on an annual contract received

seventy different insertions of his advertisement as follows: Twelve in the *Biblical World*, twelve in the *Botanical Gazette*, ten in the *Astrophysical Journal*, ten in the *School Review*, eight in the *Journal of Geology*, six in the *American Journal of Sociology*, four in the *Journal of Political Economy*, four in the *American Journal of Theology*, four in the *American Journal of Semitic Languages and Literatures*.

"Our combination rate gives a quarter page one time in one of the journals for a little more than \$1.40.

"The plan gave a circulation which was sufficient in numbers to interest the advertiser. It offered a field which was desired by leading advertisers, but which few could take the trouble to enter because of the scattered mediums and the prices set upon space. While it offered the advertiser nine different magazines, with a constituency of the highest quality, it gave practically no duplication outside of the libraries, each journal occupying a distinct field of thought and research. With an issue of 150,000 copies during the year the director was convinced that he had something worthy the attention of the best advertisers. He approached them with a plain, direct statement of facts and solicited their business. How well the plan has succeeded is shown by the results. From the month of November, 1896, up to the end of January, 1898, contracts were made which aggregated on an average over one thousand dollars a month. The returns from this advertising are pro rated among the different magazines in accordance with the circulation of the publications as follows: The *Biblical World*, 2-5; the *School Review*, 1-5; the *American Journal of Sociology*, 1-10; the *Botanical Gazette*, 2-25; the *Astrophysical Journal*, 1-15; the *Journal of Geology*, 4-75; the *American Journal of Theology*, 4-75; the *Journal of Political Economy*, 2-75; the *American Journal of Semitic Languages and Literatures*, 1-50.

"It will be seen therefore that the journal of smallest circulation receives for one insertion of a quarter-page advertisement only fifty cents. Journals of similar nature published singly by other institutions or by publishers can not for a moment meet such prices.

"The issue of each magazine for 1898 is as follows: The *Biblical World*, 5,000 copies per issue; the *School Review*, 3,000; the *American Journal of*

*Sociology*, 2,500; the *American Journal of Theology*, 2,000; the *Botanical Gazette*, 1,000; the *Journal of Geology*, 1,000; the *Journal of Political Economy*, 1,000; the *Astrophysical Journal*, 1,000; the *American Journal of Semitic Languages and Literatures*, 750."

#### FOR RETAILERS.

If a man is starting on a journey, and it's important that he should reach his destination quickly, he'll hardly depend on the slow stage coach of olden days, but he'll book through on an express train. He might go cheaper by the stage coach or the slow freight, but the time counts and he wishes to reach his destination. It's that way in up-to-date business methods exactly. You might eventually make your store well and favorably known by an occasional circular scattered along the highway, or by a sign nailed to the farmer's fence or gate, or depend upon the fact that you are already well known to every one in your section, but that's a little too much on the stage coach order, and consumes entirely too much valuable time to reach the point to which you aspire. If you pursue no other methods to enlarge your business, the chances are that you will still be "humping" it at fifty or sixty. Every man wishes to reach the point to where his ambition in business centers just as quickly as possible. He's anxious to take passage on a train that reaches that destination most quickly, hence he takes advantage of the speediest way in which to secure a large number of patrons. If you wish to know just what is new in your community, isn't it the local paper you naturally turn to for your information? And really isn't it that way with every reading person in your community? And if you desire to purchase some new up-to-date fixture for your store, is it not the trade journal to which you turn for your information? That very advertisement is placed in that trade journal for that very reason—it's done to reach the largest number of merchants in the quickest manner, and that is the very reason why a good merchant uses the home paper. It's to reach most quickly the largest number, for he wishes to sell the goods, and he wishes people to know that he has goods for sale. Persistency in advertising—in making the interesting points about your store well known and most familiar to readers and to possible patrons—not only brings you results, but makes you known as a persistent advertiser—as an earnest man whose sincerity and truthfulness are evident in every invitation you extend, and this reputation adds effectiveness to your advertising.—*Riverside (Cal.) Agriculturist*.

#### TRUE.

Experience, backed by the general law of average, proves that the first appearance of an advertisement does not bring business nor even create much curiosity. A trial (one even) insertion is a waste of money. If you go in, stay in and it will pay you. "Keeping everlastingly at it" is the only way to success. In continuity is strength, in disconnection is failure. Few people buy anything the first time they hear about it. There is not a solitary case where intermittent advertising has brought returns compared with that from continuous advertising—that everlasting pounding away at the public day in and day out. It is only in special limited bargains that immediate results are to be expected.—*Curtis Publishing Company, Philadelphia*

### "TODY" HAMILTON.

Few literary folk would know and recognize the name of Mr. R. F. Hamilton, who is certainly one of the most brilliant stylists of our time. This latter dealer in the marvelous, however, is fully known to the minions of the press under his famous title "Tody" Hamilton, the press agent of the Greatest Show on Earth. He has just invaded England along with Barnum's circus, whose stupendous proportions fade into insignificance alongside the overpowering glory of Tody Hamilton's descriptions of it. The first requisite of the successful press agent is the ability to appear in print with the most profit and the least expense. A press agent who must pay advertising rates is lacking in commercial value. Judging from this point of view Mr. Tody Hamilton is the beau ideal of the press agent. Like many a popular author, he has brought many of his works into print through the charm of his personality and through the friendship of a kindly disposed editorial crew. But Mr. Hamilton has actually deserved his good fortune because of the wonderful ingenuity he shows in exalting the common English speech to powers unknown and unsuspected by others. He has managed to get our mother tongue on the highest pair of stilts ever known. It is easy to be irreverent with one whose literary pursuits, like Mr. Hamilton's, are somewhat tainted with the suspicion of commercialism; but it is impossible for the considerate to withhold a decided respect for his truly dextrous handling of epithets. His vocabulary of the adjectives of degree and his facility in their use amount to genius. His sustained use of adjective after adjective, each seemingly the strongest in the language and each succeeded by a much stronger, calls into play the utmost skill. As Barnum was the greatest of all Americans, so is Tody Hamilton, his one and only prophet, the greatest of our poets and writers of fiction. The *St. James Gazette* gives up a double-column article to a review of his pamphlet and ends it with this remark: "We shudder to contemplate the state of exhaustion presented by the author after he had reached the most superb consummation of twenty pages of such lurid description as this, which, nevertheless, makes excellent and amusing reading." A column article in the

*Daily Mail* is even more quotable. Its panegyric is as follows: "Mr. 'Tody' Hamilton is one of the greatest marvels of Barnum & Bailey's collection of marvels. It is he who compiles those glowing descriptive catalogues of the show which have struck people dumb with amazement. He has been described in an official document verified by an affidavit of the late P. T. Barnum as 'Tody' Hamilton, Barnum's cyclone press agent and descriptive epigrammist. America's representative word-smith! A wild, whirling tornado of breathless adjective! An inexhaustible mine of glittering epithet!!! 'Tody' is a tall, thin man, upon whose face thought and the ravages of the poetic fire have left lines and scars. His brow is high and open, his smile is winning and frequent. His digestion is perfect. But it is in his eyes that his genius is first apparent. The eyes of an ordinary person, even of an ordinary poet, are almost exactly alike. But 'Tody's' eyes are different in a marvelous way that suggests the power of specialism of function which scientists say is the secret of all high development of excellence. Each eye reflects its own side of the dual excellence that makes its owner pre-eminent. The left eye is clear, keen, piercing. This is the perceptive eye. When 'Tody' looks upon a new freak or a new addition to the menagerie or a new equestrian act which has to be descriptively decorated in the catalogue, it is this left eye that picks out the points of the item. The right eye is meanwhile in repose. But when the function of observation has been discharged, as 'Tody' sits down, pen in hand to evolve language, then he closes the left eye and removes his hand from his right eye. This is the poetic or imaginative eye. It is large and dark and full of fierce fires that glow through the overspreading gloom. It translates the 'as it is' of the perceptive organ into the 'what you have got to expect' of the alluring advertisement."—*Current Literature, New York.*

### SPACE VS. CIRCULATION.

The placing of an advertisement so as to secure the best results requires the exercise of good judgment and common sense. The merchant who places his announcement in the medium that gives him the lowest rate per line, and considers nothing but the specific price, errs in good judgment and lacks ordinary business ability. A medium without circulation is dear at any price, no matter how small the price may be.—*Wilmington (Del.) Every Evening.*

## HON. ELIJAH A. MORSE.

## THE STORY OF A SUCCESSFUL ADVERTISER.

The subject of this sketch, whose likeness accompanies it, needs little introduction to New Englanders, for his association with his business has made his name pretty much a household word the world over.

By special appointment recently a representative of *Profitable Advertising* was granted an interview with the Hon. Elijah A. Morse, of Rising Sun Stove Polish fame. Ushered in to his private upstairs room by his estimable wife, Mr. Morse was found seated before the grate reading his favorite Boston evening paper. His cordial greeting as I entered was such as to make me feel perfectly at home, and at ease in making known more fully the object of my visit. Formal greetings over, Mr. Morse assumed an easy position, and in substance the following conversation ensued:

"From the fact that you rank as one of the great national advertisers, and especially as one of the pioneers of early and extensive advertising, perhaps you will give me a few facts relative to your experiences in this line for publication."

"I will with pleasure; but perhaps I can best preface any further remarks by citing a few incidents in my early life which led up to making the 'Rising Sun.' My father was a clergyman and professor of genealogy, and very poor. He was an intimate friend of Dr. Jackson of Boston, a great chemist, and on whom, by request, the first ether experiment was performed by Dr. Morton. Father would often call on Dr. Jackson at his home and spend hours conversing with him on

scientific subjects. This was forty-one years ago, and when I was fifteen years old I requested father on his next visit to ask Dr. Jackson for a receipt of something I could make and 'peddle' during school vacation to procure money for books and clothing. As a response, father brought home a receipt for making stove polish, and I immediately set to work, making it in a single hand mold, baking it on top of the stove, little thinking it would grow to its present proportions, or that I should ever make it my business. That the receipt was a good one was evidenced by immediate sales from an

old-fashioned carpet-bag in a house-to-house canvass. From the kitchen my next move was to a building 12 x 15—my first factory—where nights after school I would make polish, working sometimes half the night, crawling up overhead and sleeping the balance. Early the next day found me at work disposing of my product, and when my capital had reached \$10 I invested it in a large, old white horse that could hardly trot down hill."

"Had you thought anything

of advertising up to this point, Mr. Morse?"

"I was about to remark that just at this time I did my first advertising in the form of a small quarter-sheet poster, which read, 'Use Morse's Labor-saving Stove Polish.' These I posted profusely in conspicuous places along my routes of travel. The business grew very rapidly. I found it necessary to obtain help in manufacturing, and I gave most of my time to introducing and advertising my product, which latter was on a very economical basis at that time, when advertising was in its infancy. A new



ELIJAH A. MORSE.

horse enabled me to cover more territory, and a larger factory was soon necessary. Agencies were established and a rapid growth followed."

"One feature of your advertising from the start to this time has been your litho-map hangers, has it not?"

"Yes, I think we were really pioneers in this class of publicity, and I remember at one time taking half my capital to invest in this direction. It was about this time that another Morse began the manufacture of a stove polish, and in consulting a lawyer I was advised to adopt a trade-mark, and one was accordingly taken out in 1865—'The Rising Sun,' and a new litho hanger announced this fact."

"Were not painted signs among your early ventures, and were you not among the first to adopt this method?"

"Yes, I think so. I can call to mind but one instance of priority, that of 'Visit Oak Hall' in stencil on a board fence. In this line, in the latter part of the sixties, we began to paint signs and fences from Maine to California, and before we knew it had expended nearly two hundred thousand dollars."

"You still use painted signboards some; to what extent?"

"We are making no new contracts in this line; in fact, we are discontinuing it, and are using instead large space on railroad elevators and 'dead walls' in co-operation with Gunning, principally in and about Chicago."

"You supply the grocers with the large painted bulletin boards to hang outside their stores, do you not?"

"Yes, we supply thousands of these 3x5 feet signs. The appropriation for this runs up into the thousands of dollars; we consider it an excellent means of keeping our product before the people."

"I see you are getting out some new tin signs."

"We have recently ordered largely of these from firms all over the country."

"Are you using the street cars any now, and what is your idea of this class of advertising?"

"Very good in winter, but nearly worthless in summer. People riding in open cars care little for the 'ads.' We are now in the street cars of several large cities, but I doubt if we renew contracts or extend our appropriation in this direction. The largest yearly expenditure we ever

made in this line was in 1896, when we appropriated over fifty thousand dollars."

"Do you think your contracts in this line paid you?"

"I doubt it very much; for instance, for a year we ran cards in the principal street cars of Detroit, in advance of our salesmen, who say that when interviewed the merchants along the lines reported no inquiries in any way traceable to our street car cards. I also notice that J. C. Ayer & Co., Walter Baker and Procter & Gamble are cutting their expenditures in this direction."

"Do you think the value of street car space is what is claimed for it by those who control it?"

"No, I do not. Not near the per cent read the street car cards that is claimed by advocates of this method. An isolated card, I think, is the most effective way for this to be done, but the expense is so large that I doubt if returns would justify the outlay."

"What other methods do you use to gain publicity?"

"We have supplied merchants free the past year who purchase a half gross of 'Sun Paste' or 'Rising Sun' in cakes, with five hundred two-pound paper bags with our ad printed on them. The number has aggregated about two million, for which I think we pay sixty-six cents per thousand. We also supply every wholesale dealer who handles our goods with one thousand fine quality envelopes for the asking, containing our ad in tint."

"To what extent, or in what proportion to other advertising methods, do you use newspapers and periodicals?"

"About one-third of our entire advertising appropriation is distributed here, and we have used them to a greater or less extent since 1864, and at times have been in as many as four thousand publications."

"By whom is your advertising placed at present?"

"All contracts are made direct from the factory by a special department. Having ample capital we find (having tried the agency) that by paying cash we receive better position, just as prompt treatment, and oftentimes receive the agent's commission."

"Under how many different heads, or into how many classes do you place advertising, arranged with regard to appropriations?"

"Newspapers, sign painting (includ-

ing tin signs), litho-map hangers, paper bags, envelopes and street cars."

"While it may be difficult to state, yet you must have an opinion as to which of your various methods pays you best; can you tell me this?"

"Our ads in the religious periodicals bring us by far the best returns."

"Mr. Morse, do you care to state the amount of your advertising appropriation for the past year?"

"On account of ill health, and an incident non-attention to details, I can not positively state, but feel safe to say it is in excess of one hundred thousand dollars."

"Throughout your entire business career then, Mr. Morse, your policy has been to keep everlastingly advertising, has it not?"

"It certainly has, and I think our business is a good illustration of what it has accomplished. Starting with no money, and nothing but a hand mold, a carpetbag, an old white horse and a factory 12x15, and to-day having the largest factory of its kind in the world, having a capacity of over ten tons a day, and covering over four acres, and buildings containing over four millions of bricks, is food which I often look back over and reflect, and can come to but one conclusion, and that is, that *good goods, push and persistent advertising* are the three prime factors in my attaining the prominence in business accorded me."

"I thank you, Mr. Morse, for this enjoyable interview."

"You are welcome, Mr. Gross. I have enjoyed it fully as much as yourself."—*E. C. Gross, in Profitable Advertising, Jan. 15, 1898.*

A WISE advertiser is known by the mediums he discards as well as by the mediums he uses.—*Ad Book.*

#### ADVERTISING TERM.



"A PLAIN BORDER."

#### AN INTERESTING CASE.

On the 26th of September, 1892, Charles H. Reynolds was severely injured by the falling of a sign from the roof of a building in this city into the street. The sign, which was 23 feet long and 9 feet high, was used by Alfred Van Beuren and others to display handbills for advertising purposes. They were neither the owners nor tenants of the building upon which the sign had been placed, and they did not erect or cause it to be erected, but were paying the owner a monthly compensation for its use. Reynolds recovered judgment in his suit against Van Beuren for damages, the case being given to the jury upon the theory that the defendants were lessees of the roof of the building and bound to keep it in repair, including all structures on the roof, they having agreed with the owner to keep the roof in repair in front and rear of the sign. The judgment was affirmed by the Appellate Division, but has been reversed by the Court of Appeals. The Court holds, in an opinion by Judge O'Brien, that the plaintiff being a stranger to the contract, can not maintain an action for a breach of it by the defendants. "They can not be held to pay damages for an injury resulting from a nuisance which they did not create or maintain, and had no power or right to remove." \* \* \* It would seem to be clear that the plaintiff is in pursuit of the wrong party. It can not be that mere advertisers who, for a compensation, obtain permission from the owner or tenant to use a building, a fence, a telegraph pole, or physical objects of like character for their business, can be made liable for the result of personal injuries when such objects are blown down by the wind, and where it is not shown that the mere use had any connection with the accident as the moving cause. A person who places a dangerous object upon a building, or who maintains it there, having the right or power to change or remove it, may be liable, but there is nothing to show that these defendants were connected in any such way with the cause of the accident."—*N. Y. Times, March 16.*

#### REMOVING PREJUDICE BY ADVERTISING.

At the last meeting of the American Bankers' Association, a committee was appointed to prepare and distribute literature relating to the use of banks, the object being to do away with the hostility that exists against banks among the ignorant and misinformed. The members of the committee are William C. Cornwell, of Buffalo, Robert J. Lowry, of Atlanta, and Harvey J. Hollister, of Grand Rapids, and the first literature prepared under their auspices has just come to hand in the form of a brochure entitled, "What is a Bank?" The pamphlet is by Mr. Cornwell, chairman of the committee, and is in the shape of a "primer" telling what a bank is, what its uses are to the depositor, the business man, the manufacturer, the farmer and the laboring man, and the benefits to a community that a bank gives. It is proposed to distribute this pamphlet among the workmen in factories and in other quarters, with the view of educating the masses and by education removing the prejudices that exist against the banks.—*Michigan Tradesman.*

CUSTOMER (in book store)—I want to look at some Bibles.

Clerk (formerly with druggist)—We're just out of 'em. (Abstractedly.) We have something just as good, though.—*N. Y. Journal.*

**ADVERTISING KEROSENE OIL.**

Mr. Clarence F. Chatfield of Owego, N. Y., sends to PRINTERS' INK the article and ads here reproduced. The whole matter indicates that there are still many undeveloped possibilities even in retail advertising:

It was not so very long ago that the

is scarcely within the power of the retailers to remedy the trouble.

This druggist handled the inferior

**Tiona Oil****Makes****Brighter****Lights...****It's Kerosene**

—BETTER KEROSENE THAN  
YOU'RE BUYING NOW.

It's as clear as water. and as  
clean.

No smoke.

No crusted wicks.

No more expensive than the  
smudgy kind.

**THIS BETTER OIL**

Can be bought only at

**Beach's Drug Store.**

Main St., Cor. North Ave.

kerosene sales of this druggist amounted to a barrel a month. Now the sales are nearly three barrels a week.

For a long time past the oil furnished by grocers and others has been very poor, and has been the cause of much complaint. This is the fault of the refiners rather than the dealers, and it

**Have  
Brighter  
Lights.**

**TIONA OIL IS GOOD KEROSENE.**

It's water white.  
It doesn't crust wicks.  
It doesn't smoke.  
It doesn't cost any more than  
the poor kind.

Get your can filled at

**Beach's Drug Store,  
Main St., Cor. North Ave**

oil, supposing, as did the other merchants, that it was the best that the market afforded. But one day he received a sample of Tiona oil, and was convinced that it was far superior to the regular brand. He believed that he could handle it very successfully under the existing circumstances, and accordingly placed a trial order.

As soon as the first shipment was received, he advertised it in the various papers. The advertisements were changed often, and the entire space

**Tiona Oil,****It's Kerosene.**

Better kerosene than you're using  
now.

It's as clear as water and as clean.

No smoke.

No crusted wicks.

No more expensive than the smudgy  
kind.

This better oil will be found at

**Beach's Drug Store,**

Main St., Cor. North Ave.

was devoted to this subject for two weeks. At the end of that time the oil sales had grown to average more

than three barrels a week, and the various spaces were then devoted to other lines, though short mention of the oil was often made. The sales have held up well, and new customers are received nearly every day.

Again from increasing the oil sales, this plan has been a good general ad-

**CLEAR | CLEAN**

**KEROSENE**

That's **Tiona**  
**Oil**

It's water white.

It doesn't crust wicks.

It doesn't smoke

It doesn't cost any more than  
the poor kind

Have your can filled at

**Beach's Drug Store,**

Main St., Cor. North Ave.

vertisement, for it has taken many people into that store who would otherwise have gone elsewhere.

The four advertisements reproduced are some that helped to increase the sales. They are all very well displayed, but the heading, "Have Brighter Lights," would have been better if set in a more expanded letter.

#### ADVERTISER AND RETAILER.

Some retail merchants contend that the vast amount of general advertising does not help them to any noticeable degree. Such men are usually the ones who do not carry in stock those goods which are generally advertised. They have often been known to carry inferior articles instead. A case was recently noted in which the general advertiser, the substituting retailer and the retail buyer were the principals. In this instance the general advertiser and the retailer who carried the advertised goods received the benefit and the substituting retailers lost the sale. A housekeeper had often read the advertisement of a certain well-known brand of catsup and had decided to give it a trial. In conversation with friends she had learned that it was in every respect as good as represented. Accordingly she sent to her grocer for it, but found that he did not sell that kind, but had some just as good. Another place was visited, and still another, and the same answer was given. At last, after trying nearly a dozen local grocers, she sent to a neighboring city and procured the article. This grocer to whom she sent was enterprising. When he sent the catsup he also sent a neat circular describing a number of well-known fancy articles which he always carried in stock and which could easily be ordered by mail. Prices were given, and while not exceptionally low, they were reasonable for that class of merchandise. The sale of the catsup was soon followed by other sales, and the patron thus gained soon became a good mail-order customer. Many of the subsequent orders could have been supplied by the local grocer, but the patron didn't know it, and did not take the trouble to find out. It is thus that general advertising helps retailers, but only those who are wide-awake enough to take advantage of it.—*Ad Sense.*

#### IN WAR TIMES.

Reckless journalism of the sort denominated in these days as yellow was frequently called to account by the authorities during the exciting days of the civil war. On August 16, 1861, a presentment was made by the grand jury, and signed by every juror, against the New York *Daily News* and one or two other papers in that city, as aiders and abettors of treason. The *Daily News* was excluded from the mails for a time, and persons selling it were arrested. In a few other towns of the State of New York and in half a dozen other States disloyal papers were seized and their editors, in some cases, were imprisoned in Fort Lafayette, New York Harbor, and in Fort Warren, Boston. General Lew Wallace, on May 18, 1864, suppressed the Baltimore *Evening Transcript*. Other military officers dealt with the offending sheets in a different way. General Rosecrans, a few days after General Wallace acted, prohibited the circulation of the New York *Metropolitan Record* in the Department of Missouri, and the general commanding in Kentucky shut out the Cincinnati *Enquirer* from his department. On May 19, 1864, by order of Edwin M. Stanton, secretary of war, the offices of the New York *World* and of one other New York paper were seized by the military authorities and held for several days, the publication of each being suspended during that time. These papers had published a forged proclamation, purporting to be issued by President Lincoln, calling for 400,000 more men. Several other papers, too, had to be chastised by the government.—*Newspaperdom, New York.*

## A WATCHMAKER'S BOOKLET.

The *Keystone*, of Philadelphia, gives the following suggestion for a watch dealer's booklet:

On the front cover print only this:

"Just Five Minutes Late."

On the inside of front cover:

Gen. Washington: "Sir, you are just five minutes late."

Private Secretary: "I am sorry, Your Excellency, my watch seems to be slow."

Gen. Washington: "Then, sir, you must get another watch, or I another secretary!"

On the inside of back cover:

"The Duchess of Sutherland came late, keeping the Court waiting. The Queen who was always vexed by tardiness, removed her watch and presented it to the Duchess."

"Wear it," she said, "when you are bidden to the Queen's drawing-room. I am afraid yours does not keep good time."—*Memoirs of Queen Victoria*.

On the outside of back cover:

"Lost.—Somewhere between sunrise and sunset, Five Golden Minutes, each set with Sixty Diamond Seconds. No reward is offered, for they are lost forever."

The booklet itself is as follows:

Before watches were invented, before the passing of time could be noted by minutes, "just five minutes late" was not a serious matter in the daily programme. The crude devices for measuring time employed by the ancients—the clepsydra of the Egyptians, the notched candle of a later date, even the sundial and the hour glass—did not permit a close observance of the subdivisions of the hours, and "five minutes late" involved no evil consequences in the routine of society. The world moved slowly in those days, and the instruments for the measurement of the passing hours were adapted to the indifferent necessities of the slow-moving times.

But with the invention of more accurate time-recording devices came the sense of the value of these minutes which had previously been ignored; and, as civilization advanced, as the activities of the human society increased, the precious subdivisions of time had to be noted more carefully, and with increasing care with every fresh advance. The watch as we find it to-day is the epitome of the highest civilization, in that it holds each individual to the severest personal responsibility for the careful use of every passing minute. Carrying an inaccurate watch, in this year of grace, is a symbol of barbarism in the wearer—an evidence that he is out of place in the hurly-burly of the modern world. For in these days, as Leibnitz truly says, "the loss of an hour is the loss of a part of life"; and in the stirring activities of 1898 one recalls the remark of Frederick the Great, "Time is the only treasure of which it is proper to be avaricious."

"Just five minutes late" is to-day a "direful spring of woes unnumbered," for human affairs have come to be regulated with something of the same close calculation that carries the revolving planets through their vast orbits on exact fractions of time. The express train does not wait a moment on the laggard who is decelerated by his inaccurate watch; and "five minutes late," in these days, is long enough to lose a bargain, to damage a reputation, even to change the history of a nation. Napoleon studied his watch as closely as his maps of the battlefield. His victories were won not only by consummate strategy, but by impressing his subordinates with the necessity of punctuality to the minute in moving their forces into their assigned positions. Later in life, it was

his "five minutes late" on the morning of Ligny, and his ineffectual dawdling on the day after the defeat of Blücher, which led to the crushing result of Waterloo. Lord Nelson, the hero of Trafalgar, said, "I owe all my success in life to my invariable habit of being on time. Now, there is the old Duke of Newcastle. His Grace loses five minutes in the morning, and is kept busy looking for it all the rest of the day!" A dozen instances will occur to every reader in which "five minutes late" lost valuable opportunities to men, changed assured success to hopeless failure, and altered the whole prospect of a prosperous venture.

Was the fault of delay at Waterloo in Napoleon, or in his inaccurate watch? With all his habits of promptness, could Nelson always have been "on time" if his watch was variable? When you were late to meet your appointment, and the delay cost you a prospective profit on the proposed transaction, didn't you complain to your jeweler afterward and leave your watch to be examined? You realized then, and each year hereafter the realization will fall with increasing weight on the up-to-date citizen, that the careful recording of time is one of the most important matters in business and society; that more and more, as the social economy increases in perplexity of function, you will come to depend upon the accuracy of your watch; that to be deceived by it means aggravation, possibly ruin; that wearing no watch is better than depending on the vagaries of a poor watch; that a "cheap" watch may involve "dear" consequences; that no better investment can be made than the purchase of a time-measurer which will fulfill the requirements of a civilization the records of which are written in minutes and seconds.

I sell watches—the kind that are worthy of the day in which we live. I sell, also, the cheap kinds wanted by those who are willing to "risk the chances"; and I undertake to give you the best time-measurer possible within the limit of the price you will pay. I advise you to buy the best watch that you can afford; and you can afford to postpone making other contemplated purchases rather than delay buying the good watch which bears so important a relation to the happiness and prosperity of the citizen of this date. Let us talk it over at my store, where I can explain things you need to know—how differences in prices, in watches, are the measure of differences in values in jewelry, adjustment and finish of the movement, and quality, weight and style of the case, etc.; and I can show you a stock that is an entertainment itself. I hope to be favored with a visit from you.

JOHN SMITH,

333 Clock street, Locketville.

ONE cent invested in a newspaper will afford the purchaser from thirty minutes' to three hours' entertainment. What investment is it possible to make that will give anything like equal returns?

A BILL has been introduced in the Massachusetts Legislature providing that "no person shall place or maintain within five hundred feet of a State highway or of a parkway or boulevard an advertising sign or a picture or a poster intended to serve as an advertisement, if the superficial area of the said advertisement, either by itself or in connection with others placed within twenty feet of it, exceeds ten feet square." It is further provided that any person violating the provisions of this act shall be fined not to exceed \$100 for each week during which the violation continues.

## FRAUDULENT ADVERTISING.

We all know that it is a crime to make a false statement. Any person guilty of a crime should be punished. It is dishonest for a farmer to make a false statement in the deed which he gives to the purchaser when he sells his farm. He has a right to sell his farm worth \$5,000 for \$3,000, but when he gives the deed the farm must contain as many acres as described in the deed. He can not sell 100 acres and have them recorded as 150 acres. You can not legislate as to the price at which he will sell his farm, but you can legislate as to the statement he makes. You can not prevent a merchant from selling an article at any price he may desire, providing the article offered for sale is as represented. If it is not as represented the merchant should be punished, and if there is no law on the statute books to punish a merchant for making false statements in the public print or in his store, there should be.

I claim that it is dishonest to advertise paste as genuine diamonds, electric-dyed rabbit as "electric seal," ash furniture as oak, brass as gold, or cloth as all wool when it is half cotton. I claim it to be dishonest and misleading to advertise any imitation article under the name of the genuine article. No one suffers as much by these misleading advertisements as the wage earners and their families. They are attracted by these seductive announcements, and expect on account of the size of the concern from whom they buy that they will get the article advertised, and they should get it, but they frequently get a substitute which is an imitation of the genuine.

Many reputable merchants who formerly advertised are discontinuing, because, as they say, when they advertise they give the correct name and the honest price of a genuine article, while in the next column of the newspaper there may be inserted an advertisement describing an imitation article under the same name as the genuine article, and quoted at a price at which it is impossible to furnish the genuine article. This is an injustice to the honest merchant who pays for his advertisements and expects results, and it is a great injustice to the purchasing public. Misleading advertisements attract trade and the customer, believing the advertisement, is deceived, and there appears to be no redress after the purchase made from the stores that resort to fraudulent advertising.

A few years ago a New York newspaper severely criticised one of the New York department stores for making false statements in the newspapers. Every honorable business man respected the newspaper for the stand it took. No self-respecting newspaper or individual can afford to uphold wrong over right. I want it distinctly understood that I am not here for the purpose of speaking against department stores. There are department stores conducted on honest principles; their proprietors are honest men and would not resort to dishonest methods.

There are seasons of the year when merchants advertise goods at large reductions, sometimes at cost, and even at less than cost, rather than carry them over until the next season; but that is not misleading and dishonest advertising, but it is misleading and dishonest advertising if the articles are not precisely as represented in the ad.

The law in both France and Germany is stringent in prohibiting false advertisements. Our laws in this respect are entirely too lax, and I hope this Legislature will pass the Guy bill. The bill is equitable; it does an in-

justice to no one. It protects the purchasing public and that class of men who desire to do an honorable business, and prevents dishonest people from imposing upon the public. *C. C. Shayne before N. Y. Legislature.*

## ODD ADVERTISING SCHEME.

A unique entertainment is being given by the Women's Auxiliary of the Y. M. C. A. in the parlors of the association the latter part of this week. It is a spectacular entertainment in which sixty-five of the leading business men of the city are taking part. The business in which the merchants engage is advertised by a young lady who speaks poetry or prose as the occasion demands. For instance: A dry goods merchant was represented by a charming young lady attired in evening gown composed entirely of handsome wall paper. A clothing house had a military girl. A furnishing house was represented by a young lady dressed in Oriental curtains and draperies. Another dry goods manufacturer had a girl attired in light blue silk with lace and pearl trimmings. A milliner was represented by a gorgeous hat. A meat merchant was represented by a young lady whose dress was festooned with all manner of sausages. An insurance company was represented by a girl in flaming red. The florist's girl was a beauty, her dress being composed of all kinds of flowers. She distributed bunches among the audience. A representative of a confectionery establishment had candy and baked stuffs to burn. An electrical company had a girl with flaming incandescents, the brilliancy of which arose and faded as she tripped lightly from one circuit to another. It was all good fun. —*Syracuse (N. Y.) Standard.*

## ADVICE

It is not alone in writing and illustrating that our services are valuable to advertisers. Much of our work is advice—telling how to save space—how much to pay for it—what mediums to use and not to use—the best type



for strong display—the character of illustrations needed for any class of work—and dozens of little points which economical advertisers ought to know. Many of these bits of information are given gratis. We tell them in our correspondence without being asked. When an order is placed with us, we are glad to make helpful suggestions to our clients. But a letter of advice alone is charged for every time.

## MOSES &amp; HELM.

Writers and Illustrators of Good Advertising,  
111 Nassau St., N. Y. City.

## ADVERTISING POSTULATES.

That the well-established and cherished newspaper is the best of all mediums.

That the daily newspaper is a better medium than a weekly.

That advertising, which is to sell special goods, is well placed if put in a well-established trade paper devoted to those goods.

That quality of circulation is, in many cases, a factor outweighing its extent.

That your story should be tersely, and pertinently, and engagingly told.

That the statements should be truthful through and through.

That a great business should never cease to bombard the public mind.

That it is folly to create a demand in a territory where you have failed to provide the supply.

That you should use your space to describe your own goods and not to decry your neighbor's.

That when you have caught your customer you should see that he continues to be your customer.

That advertising is not all that is necessary to make successful trade; but merely a great and necessary help.—*Same.*

## THE DENTAL ADVERTISING CODE.

The code of ethics of the New York State Dental Society includes the following:

"Section 3. It is unprofessional to resort to public advertisements, cards, handbills, posters or signs, calling attention to peculiar styles of work, lowness of prices, special modes of operating, or to claim superiority over neighboring practitioners, to publish reports of cases, or certificates in the public prints, to go from house to house to solicit or perform operations, to circulate or recommend nostrums or to perform any other similar acts. But nothing in this section shall be so construed as to imply that it is unprofessional for dentists to announce in the public prints, or by card, simply their names, occupation and place of business; or in the same manner to announce their removal, absence from or return to business; or to issue to their patients appointment cards having a fee bill for professional services thereon."—*Items of Interest, New York City.*

## ARRANGED BY STATES.

Advertisements under this head 20 cents a line. Must be handed in one week in advance.

## GEORGIA.

**SOUTHERN FARMER**, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 22,000 monthly. Covers South and Southwest. Advertising rates very low.

## KENTUCKY.

**OWENSBORO INQUIRER**, daily, Sunday and Twice-a-Week, publishes more news, fresher news, and is more extensively read than any paper in Western Kentucky.

## OHIO.

**THE YOUNGSTOWN SUNDAY NEWS** offers \$100 reward if they haven't got the largest circulation in that territory of 100,000 people. Rates, 50c. Inch. Address NEWS, Youngstown, O.

## WEST VIRGINIA.

**WHEELING NEWS** is credited with a greater circ'n than any other W. Va. English daily.

## SOUTH CAROLINA.

**THE COLUMBIA REGISTER**—daily and weekly—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in **THE REGISTER**.

## Displayed Advertisements.

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

## To Exchange for Newspaper

5,000 acres of Mineral and Timber Land in Scott County, Tenn., for exchange for Newspaper Plant or Job Office. Address  
L. R. JEFFERS, Huntsville, Tenn.

## ADVERTISING NOVELTIES

that are novelties. Something new every day. Let us keep you in touch with new ideas in advertising.

**The Whitehead & Hoag Co., Newark, N. J.**

## THE EVENING CALL

LAFAYETTE, INDIANA.

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

## THIS CABINET MAY BE IMITATED



but the marvelous results are only secured by the Androsols elements by which the body is fumed and bathed during free perspiration, thus disinfecting and vitalizing constitutionally, regardless of symptoms. The Quininbasset Inn and Androsols sanitarium have no rivals as resorts for organic repairs. For the Guide to Health or Wealth, send 3c. stamp for book. Dr. CONANT, SEWEEGAN, ME.

# Merchant's

STEREOTYPE, Linotype  
ELECTROTYPE, Metal

Reliable, uniform, pure. Many of the largest papers use it. It needs no trial order. Inquiry solicited.  
**MERCHANT & Co., Inc., Mfrs., Philadelphia, Pa.**

## PHENIX, ARIZONA,

is the trade center of 50,000 prosperous people.

# THE Arizona Republican

published every morning in the year; is read by the majority of these people.

For rates and information concerning this progressive newspaper, see

**H. D. LA COSTE**, Eastern Agent,  
38 Park Row, New York.

## THE Agent's Guide

**NEW YORK**

Circulates everywhere.  
Published nine years.  
None better for Agents  
or Mail Orders.

**Rates, 50c. a Line.**

Forms close 25th.

Put AGENT'S GUIDE on  
your list.—Paper on file  
at all agencies.—Sample  
copy on request.

**AGENT'S GUIDE,**

P. O. Box 434,

**NEW YORK.**

## KLONDIKE IS IN CANADA.

The Vancouver (B. C.)

Daily and Semi-Weekly

## WORLD

gives all the information as to  
routes, outfitting and how to  
get there. Has double the cir-  
culation of any other newspa-  
per published in the Northwest.  
Write for particulars and sam-  
ple copy.

THE WORLD,

Vancouver,

British Columbia.

Circulation Record for the year 1897.

## TOLEDO EVENING NEWS

**Sold 6,749,714 Copies.**

**Daily Average, 21,843.**

Send for advertising rates and sample copies.

**NEWS PUB. CO., TOLEDO, OHIO.**

## Joy Fills the Heart

of every advertising man using the columns of the  
Five Family Papers of LANE'S LIST. They go to over 700,000  
American homes every month. For \$3 a line you reach be-  
tween three and four million intelligent readers. A postal card  
of inquiry brings you full information.

**LANE'S LIST, Inc., Augusta, Maine.**

## IOWA GOT THE FACTORY.

Proprietors of a factory, employing fifty hands, advertised through an agent at Webster City, Iowa, for a location in Iowa. The agent placed the WANT AD in the

## DAILY IOWA CAPITAL

The ad appeared six times.

The postmaster at Webster City forwarded eighty-seven replies to that ad to the Cleveland concern. This means that some pretty good people in eighty-seven good towns of the State read the CAPITAL. That's just one instance. We've got loads of such facts.

DAILY IOWA CAPITAL,  
Des Moines, Iowa.

The Average Daily  
Circulation of

## THE ARGUS

for the past six months  
ending February 1,  
1898, was

**13,982** COMPLETE  
... COPIES.

Affidavits furnished to  
advertisers on applica-  
tion. Comparison with  
other Albany papers  
will show why THE  
ARGUS leads in circula-  
tion, news and influ-  
ence.

THE ARGUS CO., Albany, N. Y.  
JAMES C. FARRELL, Manager.

## To Get Customers

Advertise in their favorite family paper,

## THE EVENING JOURNAL

of Jersey City, N. J.

Average Circulation in 1897, **14,756**

Actual Average Circulation for Nov., Dec. and Jan., **15,407**

## "The Nickell"

IS the **MAGAZINE WONDER**  
of the 19th century. Printed  
on art paper, high-class half-tone  
illustrations and contributed to by  
the ablest writers in the land.  
**Only 50 cents per year.** Circu-  
lation rapidly increasing. Rates  
will advance shortly. Send at once  
for sample copy and rate card.

NICKELL MAGAZINE,

4 Alden Street,

Boston, Mass.

# EYE-CATCHERS



A good sign in a Street Car is sure to attract the attention of passengers. They are seated in front of it and there's no escape for them. That's the kind of advertising that pays if done in the right kind of Street Cars. Ours are the right kind!

We'll get up a sample sign, we'll get up an estimate, we'll get up a complete plan of advertising for you, all gratis, just to show you that we know our business.



**GEO. KISSAM & CO.,**

253 Broadway,

NEW YORK.

## The Dollar per 1,000 Rate

Doesn't prevail in Ohio. If you can sell all your goods in Chicago the dollar per 1,000 business is your pudding. But you can't reach the Ohio purchasing public by using Chicago or Philadelphia papers. Ohio newspapers have pretty near a monopoly on that. A large portion of the best classes of Buckeye people may be reached through the

## Ohio Select List

Honest circulations and space sold at fair, living rates, based on the actual cost of producing it. That's the best any publisher can do. Correspond with these papers:

**Akron,**  
Beacon-Journal.

**Ashtabula,**  
Beacon.

**Bellefontaine,**  
Index.

**Bucyrus,**  
Telegraph.

**Cambridge,**  
Jeffersonian.

**Defiance,**  
Republican-Express.

**East Liverpool,**  
Crisis.

**Findlay,**  
Republican.

**Gallipolis,**  
Journal.

**Hamilton,**  
Republican-News

**Ironton,**  
Irontonian.

**Kenton,**  
News.

**Lancaster,**  
Eagle.

**Lima,**  
Times-Democrat.

**Mansfield,**  
News.

**Marietta,**  
Register.

**Marion,**  
Star.

**Massillon,**  
Independent.

**Mt. Vernon,**  
News.

**Newark,**  
Tribune.

**Norwalk,**  
Reflector.

**Piqua,**  
Call.

**Portsmouth,**  
Times.

**Salem,**  
News.

**Sandusky,**  
Register.

**Sidney,**  
Democrat-News.

**Springfield,**  
Republic-Times.

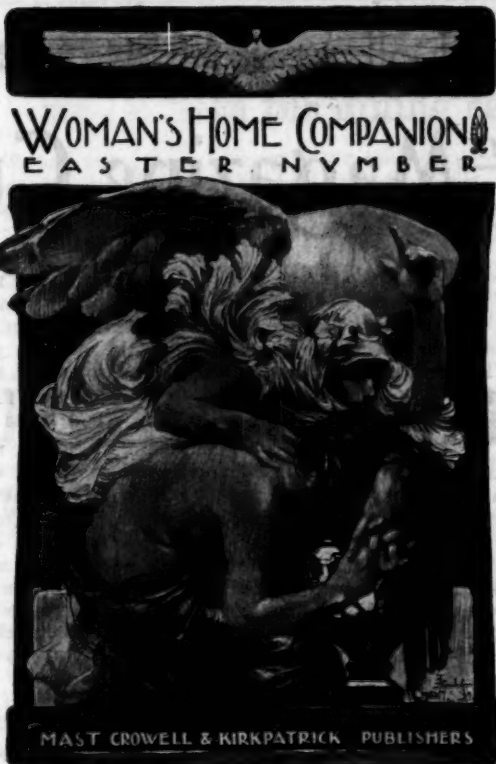
**Warren,**  
Chronicle.

**Wooster,**  
Republican.

**Xenia,**  
Gazette and  
Torchlight.

**Youngstown,**  
Vindicator.

**Zanesville,**  
Courier.



The Woman's Home Companion for April comprises thirty-two magnificent pages, eighty-two columns of reading matter of the most sublime order by the most popular and famous authors of the day, an art cover in two colors by Leyendecker, and dozens of beautiful illustrations.

The Companion occupies a unique position in that it outrivals all ten-cent women's magazines, yet sells for five cents.

Moreover, it edits its advertising and declines swindling advertisements as well as medicals under three inches.

At \$1.75 a line, and with over 300,000 subscribers—a million and a half readers—it is the best advertising proposition in America.

Announcements that appeal to the refined home are what we want.

**MAST, CROWELL & KIRKPATRICK, Publishers,**

NEW YORK  
108 Times Bldg.

SPRINGFIELD, OHIO

CHICAGO  
1643 Monadnock Bldg.

# Time-Saver and Money-Maker

## MY Magazine Cut

FLINT, Mich., March 17, 1898.

The 10-pound can of black ink we had of you at \$5 a can is the best ink we have ever used for half-tone cut. We put a plate through size, 17x22, without a slip sheet, at the rate of 1,350 per hour. There was no offset at all. It's a time-saver, and money-maker.

Respectfully, WELLER & AUSTINS.

WOOSTER, Ohio, March 18, 1898.

Please send us by Adams Express, one 10-pound can of your half-tone ink. We used to buy all our half-tone ink of you but some of the agents induced us to try their ink, and we were fool enough to let them send ten pounds for ten dollars (\$10), and here at the last minute we are stuck and can not use it unless it is reduced with linseed oil and you know the result. We have a dull ax for the next ink man who attempts to induce us after we have said no, and he'll get it right in the neck.

Respectfully, CLAPPER PRINTING CO.

My magazine cut is the same as has been used on *Munsey's Magazine* for several years past, and is conceded to be the best half-tone ink on the market.

It is sold at the following prices :

¼-lb.	1-lb.	3-lbs.	5-lbs.	10-lbs.	25-lbs.	50-lbs.	100-lbs.
25c.	\$1.00	\$2.70	\$4.00	\$5.00	\$11.25	\$20	\$30

If you order one pound you pay the 1-lb. price, and if you order 100 pounds you pay the 100-lb. price. No exceptions. Send along the cash, otherwise I don't ship the ink. Money refunded if the goods are not found as represented.

Price list and printed specimens mailed on application. Address

PRINTERS INK JONSON, 8 Spruce St., New York.

## "Last call for dinner in the dining car."

We have twice, through PRINTERS' INK, made the proposition to give you entirely free of all charge a pencil drawing of a street car sign, poster, catalogue cover, show card, magazine advertisement or other idea. For the third and last time we bring the matter to your attention.

If you are doing any advertising at all, if you are anxious and you certainly **MUST** be anxious, to make your advertising profitable, if you want to be up to date in your business literature, you will certainly take advantage of our unusually liberal proposition.

You haven't the time to develop ideas yourself and you can not afford to let any Tom, Dick or Harry get them up for you. What you ought to do is to turn such work over to men who make it their business and above all, **MEN WHO HAVE BEEN SUCCESSFUL IN SUCH WORK WITH OTHER CONCERNS.**

We are well equipped for just such work. **GIBBS** gets up the ideas—he has designed advertisements for dozens of big concerns, advertisements that brought results—and has sense enough to give customers the kind of ideas that best suit their particular needs. **WILLIAMS** knows the lithographing and printing business thoroughly—has built up a large and profitable trade by knowing what to do and how to do it. So you see you are in safe hands.

Here's the proposition again! Tell us what you want—send either a rough drawing or a description of it and we will submit entirely gratis a clever pencil drawing which will give you a first-rate notion of how the finished work would appear.

Don't neglect this opportunity of securing an idea for improving your advertising. We want your business and we are willing to go to some trouble to get it.

## THE GIBBS & WILLIAMS CO.

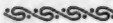


183 William Street, N. Y.

LITHOGRAPHERS and  
PRINTERS



Of anything from a  
Postal Card to a Poster.

The Giant of   
The Five-Cent Magazines

# THE HALF HOUR

The best and cheapest monthly published.

As attractive and as interesting as many of the more expensive magazines.

## NOTHING LIKE IT FOR THE MONEY.

Advertisers report a large number of replies from the HALF HOUR.

Advertise now in the HALF HOUR and get the benefit of low rates and rapidly increasing circulation.

Your regular agent will quote you prices, or write to us direct. Copies of the HALF HOUR on all news-stands throughout the country.

Please send for sample copy and rates.



George Munro's Sons,  
17 to 27 Vandewater Street,  
New York.

Newspaper men who desire to attract the attention of Proprietors of Schools and other Educational Institutions to the merits of their publications as mediums for their advertisements would do well to avail themselves of the special School number of PRINTERS' INK for May 25th, which will go to nearly every Educational Institution in the United States. The edition will be above 25,000 copies, and will afford an opportunity for placing arguments where those interested in advertising Schools will see them at the very time when they are making plans for advertising intended to interest the possible pupils for next term.

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# SCHOOLS

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## ADVERTISING RATES FOR THE SPECIAL EDITION ABOVE ANNOUNCED:

Classified Advertisements (no display), 25 cents a line.  
Displayed Advertisements, 50 cents a line, or \$100 a page.  
Special positions, 25 per cent extra, if granted.

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## JUBILEE NUMBER

The issue of PRINTERS' INK for July 6, 1896, will be first number for the eleventh year, and will be a Special Jubilee Edition.

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Special Rates for the Special Editions: One Page in Both Issues,  
\$200 net; One-quarter Page in the Two Issues, \$50 net.

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# THE MOUNTAINEER.

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**FREDERICK INGALLS,**

PROPRIETOR.

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**TWENTY-FIRST YEAR.....NO. 50**

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**GORHAM, N. H., MARCH 9.**

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*This paper has a large circulation up and down  
the Androscoggin river.*

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**HIGH-WATER MARK.**

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**Circulation.....7,800**

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Rowell's American Newspaper Directory for March has been published. While Rowell and his directory incurred the displeasure of lying publishers, those publishers who tell the truth about their circulation are always correctly rated. At any rate, the American Newspaper Directory keeps on top of the pile, and is acknowledged to be the best authority on circulations extant.

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# RIPANS



## AMONG OLD PARISHIONERS.

*If any part  
of this testimony is any use to you you are  
welcome to it.*

*J. S. Lawson*

I am a retired clergyman and will be sixty-five years of age the early part of April next. I had suffered for some years with catarrh of the bladder and consequently had much trouble with my urine—in fact with a catarrhal state of all my internal organs, so that I was miserable and unfitted to go from home or attend to any business. Under this stress I found myself aging rapidly and expected my days on earth to be few. I took medicine from several physicians and tried other remedies but obtained no relief. Finally I saw in an Eastern paper an ad. of Ripans Tabules. I inquired for them at one of our druggist's and obtained a box with Tabules in small bottles. Learning that I could secure them cheaper in cartons—and expense is an item with me—I secured a box of twelve cartons some time ago. Finding a great benefit from the use of the Tabules at once, I gave some to my family and to several of my old parishioners, all of whom expressed themselves highly gratified with their action. I myself am quite another person from what I was before I began using Ripans Tabules. The irritation in my bladder has almost entirely disappeared. I have now but little trouble with my urine, the catarrh of my head is gone and my digestion and general feeling are greatly improved. I rarely have any headache which before had been almost constant. My bowels also, which before had been in an almost constant constipated condition or else in a disturbed state by the use of purgatives, now give me scarcely any more trouble. But I wish to have Ripans Tabules on hand and use them as occasion requires. Besides it affords me a great pleasure in my visits among my old parishioners and friends, in case of ailment, to give them three or four Tabules to help them out of their trouble. I carry a carton of Ripans Tabules in my vest pocket both for my own use and that of others. If any part of this testimonial is of any use to you you are welcome to it. Enclosed find 40 cents for which please send me another package of twelve cartons of Ripans Tabules by early mail.

J. S. LAWSON.

6105 Broad St., E. E., Pittsburg, Pa., March 10, 1896.

A new and improved method of preparing Ripans Tabules in a more certain and reliable manner than ever before. This new method is based on the latest scientific discoveries and is the result of years of research and experiment. It is the only method that has been found to be successful in the treatment of all cases of catarrh of the bladder and other urinary diseases. The new method is a great improvement on the old method and is the only one that has been found to be successful in the treatment of all cases of catarrh of the bladder and other urinary diseases. The new method is a great improvement on the old method and is the only one that has been found to be successful in the treatment of all cases of catarrh of the bladder and other urinary diseases.

## DEPARTMENT OF CRITICISM.

*By Charles Austin Bates.*

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

Cline & Shaw, coal dealers at Galesburg, Ill., have discovered a new field. Most coal dealers are content if they can sell their coal to the people in their town who want it for the commendable purposes of heating their homes or cooking their meals. Cline & Shaw, however, are making a decided bid for the trade of men who murder their wives, and desire a first-class grade of coal for cremating them, as the ad here reproduced indicates:



**LEUTGERT**

had a hard time of it.

If he had used FIATT SOFT COAL to consume his wife instead of acid, there wouldn't have been a cinder left. For that's the way our coal burns.

"Everything is right that comes from

**Cline & Shaw."**

Naturally a man who is buying coal for the sole purpose of reducing to a cinder an unruly wife would be particular about the kind of coal he uses.

And equally, of course, if Cline & Shaw have coal which is specially adapted to such a use, they are wise to advertise the fact. Judging from this ad there are hundreds of men in Galesburg who are deterred from holding a domestic holocaust merely by the fact that they have not known where to go for the right kind of fuel for their purpose.

Cline & Shaw are going to see to it that no well-meaning citizen who is anxious to Luetgert his wife shall be hindered by the difficulty of obtaining coal which will produce a job of which he may speak with pride. Luetgert was a bungler, but it was undoubtedly due to the fact that he had never learned what kind of coal Cline & Shaw sold. It must be galling to the pride of a conscientious man to attempt to burn his wife with some of this cheap coal, half slack, and make a big clinker of her, which is hard to dispose of. Lots of little differences between husband and wife, due to the friction of married life, would vanish like the dew before the sun, if there were in the house a ton or two of coal warranted to reduce a wife to submission and ashes without leaving so much as a clinker or a last word to remind the husband or the detective force of unpleasant facts.

If Cline & Shaw are tired of the coal business, or are making more money than they can possibly use, they have adopted the right way to stop. They may call this advertising, but if a monstrosity like this will bring trade in Galesburg, the people there must be moral lepers. I have seen some pretty bad advertising in the past ten years, but I am willing to go on record as saying that I have never seen anything so atrociously and hopelessly bad as this.

It is so bad that I know Cline & Shaw have heard from it. I do not see how they can have a friend or a customer who would not tell them that such a hideous nightmare will never be good advertising. This ad is so unpleasant that I do not see how any one can ever think of Cline & Shaw again without associating them with the most

brutally unpleasant murder of recent times. I do not see how business men can be willing to associate themselves with anything so revolting. Even if it were not bad business, it is bad taste.

I should think the other coal dealers of Galesburg would be willing to pay something handsome to have Cline & Shaw keep up this foolish and suicidal advertising as long as possible. It certainly must immensely increase the coal business of the others. If Cline & Shaw have any coal that is good for ordinary every-day heating and cooking, they had better come forward and advertise it.

\* \*

LINCOLN, Kan., Feb. 28, 1898.

Do you think this description of its assets will inspire depositors with confidence in the financial strength of the institution?

I cut the advertisement from a blotter in a hotel register. Yours, W. H. GUELICH.

## The Bank of Plainville,

SOUTH SIDE OF STREET.

The Oldest and Largest Assets of any Bank in the City.

Capital, \$25,000; Surplus, \$3,000; Undivided Profits, \$4,000.

R. F. BURKE, Cashier.

H. F. BURKE, Assistant Cashier.

The ad taken by itself would really give one a very favorable impression of the bank. With no figures to judge by, one must naturally conclude that the bank is in a pretty prosperous condition.

The thing that casts discredit on the bank is that its ad was found on the blotter of a hotel register. That is a reflection on the judgment of the managers of the bank.

I never have been able to discover any reason why anybody should advertise in a hotel register.

Very frequently the register is supplied to the hotel by an advertising schemer, who gets from the hotel proprietor a letter to all of those who sell goods to the hotel. He uses this letter as a club to force these people to advertise. The operation is most accurately described as "blackmail." The advertising does the advertiser no good at all and the money he pays does the hotel keeper very little good.

If a hotel keeper feels too poor to buy his own register, he better circulate a subscription paper among the people of whom he buys goods, and get just enough to pay for the register. This would save some money, because

it costs a good deal less to make a hotel register without the blotting pages, than it does to make one with blotters. And, moreover, in a register without blotters the profits of the schemer do not have to be paid.

The daily paper, where there is a daily, is the best medium for the local advertiser to use. Where there isn't a daily he should use the weekly paper. If the weekly doesn't give him all the circulation he wants, let him get out circulars and printed matter of his own and put it where he wants it to go. If, in addition to this, he has a wild desire to see his name in large, black type, he may advertise in hotel registers, fair programmes, express company charts, etc., but let him not charge it up to his advertising account. If it amuses him to see his name in these things, by all means let him have it printed there, but also, by all means, let him open an amusement account in which to charge such items.

\* \*

Financial advertising ought to inspire confidence. So had all other advertising, for that matter.

But an ad that is intended to persuade men to invest their small savings ought, above all things, to have the appearance of telling the truth. Like Cæsar's wife, it must be beyond suspicion.

Here is the text of an ad that is now occupying costly space in New York newspapers. It is undoubtedly intended to attract investments.

If it does so, I will be very much surprised. If it does, the men it influences will be those so hopelessly ignorant that they may be fleeced with impunity.

Here is the reading matter of the ad:

## MANHATTAN ISLAND ADVERTISEMENT.

Defenders and apologists of the game which the savings banks are running in this town say that Manhattan Island real estate can not pay 6 per cent. We feel entirely justified in saying that no proposition to go into any kind of a business in New York City has ever been presented, let alone being accepted, to any business man within the last fifty years where the inducement to capital has been less than 6 per cent per annum profit on the money invested. In merchandising, banking, insurance, railroad building, franchise stealing, stock jobbing, shipbuilding and in fact every other kind of business, the inducement held

out to capital is many more times than 6 per cent. Twenty-five per cent on capital invested is considered a very moderate return on wholesale merchandising; 35 and 40 per cent on capital invested in conducting retail stores. There is scarcely a bank in this city that is not paying dividends of 10 per cent per annum besides piling up enormous surpluses. All the talk by the savings bank combine of not being able to pay 6 per cent is pure hypocrisy and nothing else, and is said only in defense of their plan of getting poor men's capital for 3½ per cent, upon which they can make 10 and 15 per cent, in violation of the law and in violation of their consciences. The entire savings bank game is an unmitigated swindle of poor people, and is the obtaining of poor people's money on false pretenses, and the very worst kind of false pretenses—the pretense of charity. The business is a degrading one, compared with which Hungry Joe's line was that of a gentleman. All the world over, from time immemorial to the very latest moment, the man or woman who draws a salary for the distribution of charity is looked upon with suspicion and contempt. It resembles the practice of hospital nurses confiscating to their own uses the delicacies sent by friends to the sick. The professional charity mongers are a sore on modern social life. They may be a temporary necessity, but to the poor and needy they are an untempered curse. The 20,000 investors interested in the Manhattan Island Corporation will unanimously concur in these sentiments.

Within thirty days we will have literature ready which will be distributed to all applicants by mail or in person. This literature will be of general interest and will be sent or given to any one, even a savings bank president.

The business hours of the Manhattan Island Corporation are the regular banking hours, from 10 o'clock until 3, except Saturdays, when they are from 10 o'clock until 12 o'clock noon, and every Monday evening from 5 to 7 o'clock.

The Manhattan Island Corporation will receive investments from the public in any amount—\$1, \$100, \$1,000 or more—at any time during business hours, and as often as desired. It will pay a return on these investments of 6 per cent per annum. Any person making an investment in the Manhattan Island Corporation can realize at once on his investment, in any amount and at any time during business hours. The money of investors is placed in Manhattan Island real estate and in nothing else, according to the charter of the corporation and under the laws of the State of New York.

We wish to caution the investing public against making any kind of an investment of money on which they can not realize the same day or at any time in full what they paid out in money, in addition to receiving their interest. A big interest is of no value if the principal can not be realized upon. Be sure always in being able to sell your investment for what you paid for it. It is much

more important to be able to realize principal in full than it is to get a big interest. Full particulars by mail or in person.

Address Manhattan Island Corporation, Wm. Albert George, Manager, 209, 211, 213 East 23d st. (Cass Building), near 3d ave., New York City.

Money is going begging in this city to-day at four per cent. There are few absolutely safe investments offered at six per cent. Statements to the effect that the profits of wholesaling are 25 per cent, and of retailing 35 to 40 per cent, are false and misleading.

When a man realizes 35 per cent in any retail business in these times it is because he has added himself to his investment.

A man investing in a retail business, or in a wholesale one, works to make that business a success. If he allows himself the smallest salary he could possibly hire any other man to do the work for, and subtracts that from the gross profits, the remainder will be an ordinary and usual return for investment.

A man puts \$5,000 into retail business, and it earns say 40 per cent, to take the highest of the figures given.

Forty per cent is \$2,000.

A man who can manage a retail store is worth \$1,800 a year. That leaves \$200, or four per cent, net earnings on his investment.

If he had invested his money in the business of another man, he would have had four per cent return, no more.

The earnings of the big department stores in this city and elsewhere are nothing more than the discounts which are allowed for cash. These discounts are about five per cent.

The direct attack on the savings banks in this ad are not such as will inspire confidence. People believe in the savings banks. They are among the strongest institutions in the city. Men, especially small depositors, like the feeling of confidence it gives them to see a costly and imposing building, even when they know it was built from profits of handling their money.

They know that a building can not be packed into a grip, like coupon bonds, and carried off to Canada, or some place where extradition laws are but an iridescent dream.

I know nothing about the Manhattan Island Corporation but what they say of themselves in this ad. But that much is not such as to inspire confidence.

**"Try all things,**

**Hold fast to that**

**which is good."**

**Boyce's Big Weeklies,**

**600,000 Copies Weekly.**

**\$1.60 per agate line, no discounts.**

**Boyce's Monthly,**

**400,000 Copies Monthly,**

**\$1.25 per agate line, no discounts.**

**Our customers**

**are getting**

**Big results,**

**that's why we carry**

**so much advertising.**

**Try it yourself.**

**W. D. Boyce Co.,**

**Boyce Building,**

**Chicago,**

**Ill.**

# New York Journal

AND ADVERTISER.

W. R. HEARST.

RESORT DEPARTMENT AND INFORMATION BUREAU.

## Announcement, Season 1898.

About this time every year the Summer Resort Hotel Proprietor commences operations for the ensuing season. Everything is planned to make the hotel more attractive than ever before which adds life to competition and is one of the elements of financial success. A Summer Hotel may be considered incomparable in every respect—in view, surroundings, accommodations, service—but the question is, where are guests coming from? That is the perplexing problem, upon which a prosperous season unquestionably depends. The correct solution is here. It is of paramount importance to those concerned.

### ADVERTISE IN THE NEW YORK JOURNAL,

MORNING, EVENING AND SUNDAY EDITIONS.

Through these mediums you reach the most people—the masses and the classes, here, there, everywhere.

**RATES—15 cents per line in each edition.**

\$1.00 per line 7 consecutive insertions.

\$4.00 per line 30 consecutive insertions.

No extra charge for display.

All display is set in French Elzevir type, which is neither too dark nor too light, but has a neat and clean appearance, adding much to the attractiveness of hotel advertisements.

### The Journal's Resort Department and Information Bureau,

established at the beginning of the 1897 season, met with the most flattering success and unanimous indorsement. It was a new departure for a New York newspaper to undertake, and from the very beginning the public made constant demands upon its great resources for disseminating information about the various resorts that could not be obtained in any other way unless a loss of time and inconvenience resulted—a vacationist wants comfort. To the hotel proprietor a Bureau of this kind is of vital importance—indispensable. It acts as a New York office for the various summer hotels. Pamphlets, descriptive matter, maps, routes, railroad time tables and full information about each hotel is kept on file. Many inquirers leave it entirely in the hands of the Information Bureau where to spend vacation. The advantages of the Bureau must appeal, therefore, to the hotel proprietors, and naturally an advertisement in the JOURNAL will be seen by not only those who apply to the Bureau but to many who refer to it. Write for 1898 circular. Correspondence invited.

LIBERTY, SULLIVAN COUNTY, June 19, 1897.

RESORT DEPARTMENT AND INFORMATION BUREAU, N.Y. JOURNAL:

Gentlemen—I must congratulate you on the success of your Bureau. I have, and can candidly say, had the best results from the JOURNAL advertisements, and the invaluable assistance from the Journal Bureau is very much appreciated.

S. H. GOODACK, Proprietor The Clifford.

SOUTH CARO, N.Y., August 31, 1897.

RESORT DEPARTMENT AND INFORMATION BUREAU, N.Y. JOURNAL:

Gentlemen—I am very grateful to the JOURNAL for the assistance that it rendered me, and the result is that my house is filled with people. In fact, I am packed, and will be until September. Yours, with kind regards,

GEO. DUNCAN, Proprietor Duncan's Villa.

